LIFE

BIG-TIME MANAGERS IN THE CABINET

A JOINT CLOSE-UP OF WILSON AND HUMPHREY



SECRETARY-DESIGNATE OF DEFENSE . . .



. . . AND OF THE TREASURY

20 CENTS

JANUARY 19, 1953

REG. U. S. PAT. OFF.

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Medical claims leave you cold ?

then you'll warm to this :

Old Golds

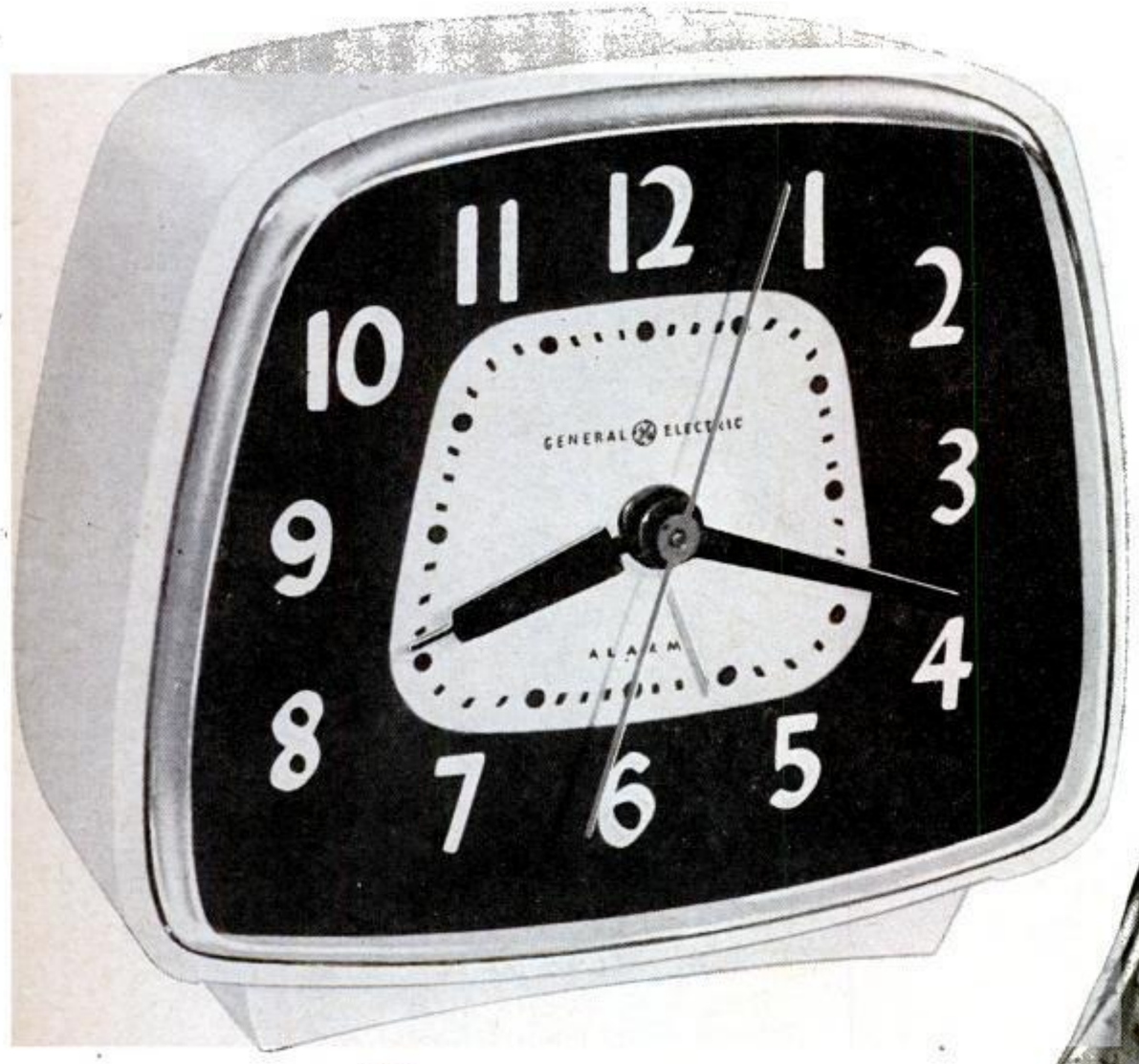
are a TREAT instead of a TREATMENT



Let the others huff and puff. We merely remind you: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine, than Old Gold. This conclusion was established on evidence by the United States Government.

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2 new G-E Alarm Clocks at thrifty prices!



THE Wink

A trim, modern alarm clock. Red alarm-set hand, and big, easy-to-see numerals. Notice the graceful sweep-second hand. Top G-E quality at a low . . .

$4.95*









THE New Cue

A luminous alarm—you can see in the dark. Beautiful ivory-plastic case. Shatterproof crystal. Sweep-second hand. Gentle, humming alarm.

ONLY **$6.95***

On time all the time! G-E Electric Alarms never run fast . . . never run slow! Always accurate to the dot, because G-E Electric Alarms are timed by naval observatory settings via your electric power company.

No noisy "ticktock" . . . nothing to wind! It's springless! It's electric! Just plug into the house current and forget it! You never have to wind it! Mighty convenient!

You can always trust electric time—especially when *your* electric alarm clock bears the name "General Electric," famous for dependability and rugged, long-lasting construction. "You can put your confidence in General Electric."

Be modern! Give up your daily clock-winding chores. Get a G-E Electric Clock and forget it! General Electric Company, Small Appliance Division, Bridgeport 2, Conn.

**Manufacturer's recommended retail or Fair Trade price. Plus applicable taxes.*

G-E Electric Clocks from $4.50* to $590.00*

GENERAL ELECTRIC

This one
PKFB-BKO-D8SQ

LIFE
January 19, 1953

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Volume 34
Number 3

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WHAT DOES THE

'53 PLYMOUTH'S NEW



true balance

MEAN TO YOU?

Before you even think of buying *any* new car, drive the new 1953 Plymouth—at your dealer's now! Plymouth is introducing something new in ride-engineering—a new way of keeping the ride in *true balance*—so the new 1953 Plymouth steers and rides like no other car in the low-priced field! For example . . .



←

New control of ROLL – a car that stays more level and steers true on the sharpest curves

First time you drive the '53 Plymouth you'll notice how it refuses to tip or sway, and how it "corners" like a cat on the sharpest curves! In the new Plymouth, the center of gravity has been lowered, the frame is 4 inches wider and the new, wider rear springs are angle-mounted to resist roll. The beautiful balance built into this car gives you road-hugging stability under all driving conditions.



New control of PITCH – freedom from "rocking-horse" motion when you go over a bump →

In the '53 Plymouth, the masses of weight are placed where they'll resist forward-and-back or pitching motion of the car. This new weight distribution combines with other advanced engineering features such as synchronized springs. Rear springs are synchronized to react a split-second faster than front ones, so they catch up with the rebound of the front springs and keep the ride level. You get a gliding—not a galloping—motion in a Plymouth!



Equipment and trim are subject to availability of materials

NEW '53

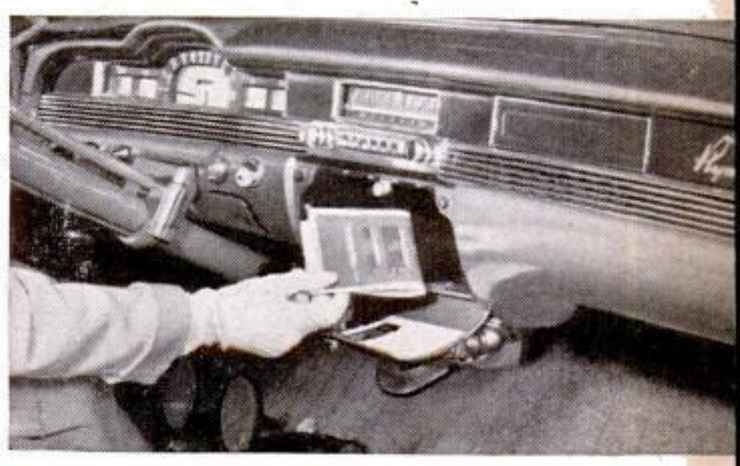


←

New control of JOUNCE – protection against the bump-and-bounce of road shocks

In the '53 Plymouth, rear springs are wider, and have more up-and-down room to react in. The rear axle is set farther forward on the rear springs, so wheels stay firmly on the road while allowing full spring action. And working with this new spring suspension are Plymouth's famous Oriflow shock absorbers. Result: you go over the most violent chuckhole or bump in a smooth and steady flow of motion.

All this—the control of three riding motions, *roll*, *pitch* and *jounce*—adds up to *true balance!* Try it—for the best ride and the easiest handling you've ever known in a car.



THE NEW instrument panel features attractive two-tone color schemes, and a new *center* location of the glove compartment, more convenient for *all* front-seat passengers.

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More head room even though the car is lower . . . plenty of leg room . . . in sedans, rear seats with 8 inches more hip room! Horsepower stepped up to 100, compression ratio to 7.1 to 1.

PLYMOUTH

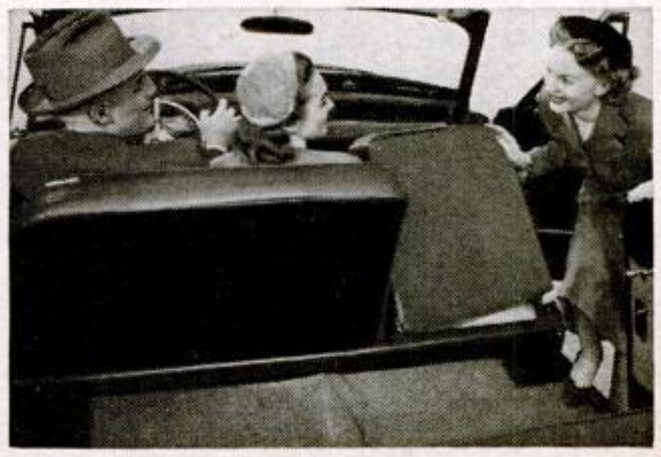
THERE'S MORE QUALITY IN IT—YOU GET MORE VALUE OUT OF IT



THE NEW one-piece windshield is more *uniformly* curved so you have an undistorted view of the road. There's 16% more glass area in the '53 Plymouth. Constant-action electric windshield wipers. Superb vision!



THIS NEW quarter window lets rear-seat passengers look sideways without leaning forward. And there's a new, larger curve-around rear window that adds to your vision.



A NEW EASY-EXIT 1/3-2/3 division of the seat back in models with divided seats lets a rear-seat passenger get in or out without disturbing front-seat passengers. No one sits on the seat-division.

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

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Easy way to a naturally radiant skin

QUICK HOME FACIAL WITH THIS 4-PURPOSE CREAM!



Now...follow Lady Esther's super-speed recipe for true loveliness!

ONE-MINUTE FACIAL



1. Smooth Lady Esther 4-Purpose Face Cream up your neck and face. Don't rub! This self-acting cream takes away dirt that can turn into blackheads . . . relieves dryness. Remove gently.



2. Splash face with cold water. Blot with soft towel. You don't need astringent. This 4-way Cream works with Nature to refine coarse pores.



3. Smooth on a second "rinse" of Lady Esther 4-Purpose Face Cream. Remove with tissue. A special oil in the cream softens and conditions your face for make-up.



4. Ready now to put on your "face." Make-up goes on smoothly—clings for hours! You're *really pretty* always.

Imagine! With one face cream alone you can give your skin all the vital benefits of an expensive beauty shop facial. Because Lady Esther 4-Purpose Face Cream *all by itself* is a complete beauty treatment. In one minute it *cleans, softens, tones* and *satinizes* your skin!

So easy now to give yourself a facial! Follow these simple directions morning or night. In the bathroom or in the kitchen. Or in the washroom, if you work. Get the Lady Esther *facial habit* for healthier, cleaner skin. Be lovely to look at always!

Lady Esther
4-Purpose **FACE CREAM**



AFTER YOUR FACIAL

Lady Esther Complete Creme Make-up

Generous Compact
50¢
Plus Tax
(Slightly Higher in Canada)



Absolutely shineproof, this new make-up keeps you perfectly groomed **all** day. No retouching for eight hours. **Depend** on Lady Esther 4-Purpose Face Cream *plus* Complete Creme Make-up for all day loveliness.

LETTERS TO THE EDITORS

CHRISTMAS ISSUE

Sirs:

Our joy was complete with the Christmas number of LIFE, the smallest and best of the year—it was real gold inside and out.

MR. AND MRS. RALPH E. WOODS
San Jose, Calif.

SHERLOCK HOLMES

Sirs:

Your Sherlock Holmes story was a ten-strike ("The Adventure of the Seven Clocks," LIFE, Dec. 29). Please keep it up.

I am not a Baker Street Irregular, but I have read Sherlock Holmes stories since 1903. In my opinion this exploit is *nearly* as good as many of the real Conan Doyle stories.

ROWLEY W. PHILLIPS
Greenwich, Conn.

Sirs:

No, no, no! Qualified as they are, Adrian Conan Doyle and John Dickson Carr are not Sir Arthur. Those unwritten adventures of Sherlock Holmes must continue to tantalize future generations of Holmes lovers, not to be plagiarized by imitators.

WILLIAM K. GOODWIN JR.
Marblehead, Mass.

P.S. Sacrilegious as it is to admit it, the story wasn't too bad!

Sirs:

. . . The collaborators have made a good try. But I am reminded of Mark Twain's reply to his wife when she tried to cure him of swearing by throwing his own profanity back at him. As I remember the story, Twain smiled and said, "My dear, you have the words but you haven't got the tune!"

JOSEPH HENRY JACKSON
San Francisco *Chronicle*
San Francisco, Calif.

Sirs:

Sir Arthur would never have made the glaring error of fact that the present authors have made. Charles has "a heavy malacca walking stick under his arm." Next paragraph also refers to the "heavy walking stick."

Malacca wood is used in making the lightest walking stick one can purchase. Now if they had only said "snakewood" or "ebony" . . .

CHESTER E. STILES
Iola, Kan.

GREAT GIFTS

Sirs:

One flaw in your vivid color story "Great Gifts" (LIFE, Dec. 29): I believe that Napoleon III was Napoleon I's nephew rather than Josephine's grandson. Was he not Charles, the son of a brother of Napoleon I who was king of Holland?

MRS. DAVID H. CRAMER
North Platte, Neb.

● Napoleon III's mother was Hortense de Beauharnais, the daughter of Josephine by her first marriage. Hortense married Napoleon's brother, Louis. Thus Napoleon III was both nephew of Napoleon I and grandson of Napoleon's wife.—ED.

Sirs:

There were several mistakes in your translation of the inscription of Henry II's golden altar relief, presented to the cathedral at Basel in gratitude to St. Benedict. With U's substituted for V's, and necessary punctuation supplied, the text runs:

Quis sicut hel fortis? Medicus soter Benedictus. Prospice terrigenas, clemens mediator usias.

Like much medieval Latin, these crude hexameter verses contain words from the Greek and the vernacular intermingled with the Latin. *Soter* and *Usias*, "savior" and "essence," are from the Greek, the latter retaining the Greek genitive ending. *Hel* is German and means just what it looks like—it is the 11th Century equivalent of the modern German word *Hölle*.

My translation: "Who is strong as Hell? Benedict, the savior physician. Watch over the earth-born, kind mediator of the [Divine] Essence."

J. P. HEIRONIMUS
University of Wisconsin
Madison, Wis.

● Some scholars agree with Professor Heironimus' translation, others with LIFE's, which was supplied by the Cluny Museum in Paris, a center of medieval art and scholarship.—ED.

HOUSEFUL OF CHILDREN

Sirs:

Your true Christmas fable, "A Houseful of Children" (LIFE, Dec. 29), did more to make my Christmas a success than any other one factor. As long as people like Mr. and Mrs. Albert are on this earth a service bachelor such as I will never have to wonder why we get shot at. . . .

GEORGE J. KWILCIEN
T/Sgt., U.S.M.C.
Quantico, Va.

PALOMAR PORTRAITS

Sirs:

Regarding the "Palomar Portraits" (LIFE, Dec. 29), the sun's light is coming from the reader's left when viewing "Copernicus" and from the right in the "Clavius" picture! Did the photographer reverse his negative?

JOHN REICH
New York, N.Y.

● No. The Copernicus crater was photographed while the moon was in its first quarter. The Clavius was photographed 14 days later when the moon, in another phase, had progressed to the other side of its orbit, and thus caught the sun's light from an opposite angle.—ED.

CONTINUED ON PAGE 6

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FOR YOUR CHILD!



(Age 2 to 8)

YOUR CHOICE OF EITHER OF THESE MAGNIFICENT NEW C.R.G. RECORD ALBUMS

ALL ABOARD FOR TRAIN TO THE ZOO AND TRAIN TO THE FARM

2 UNBREAKABLE 10" RECORDS FOR CHILDREN 2-4



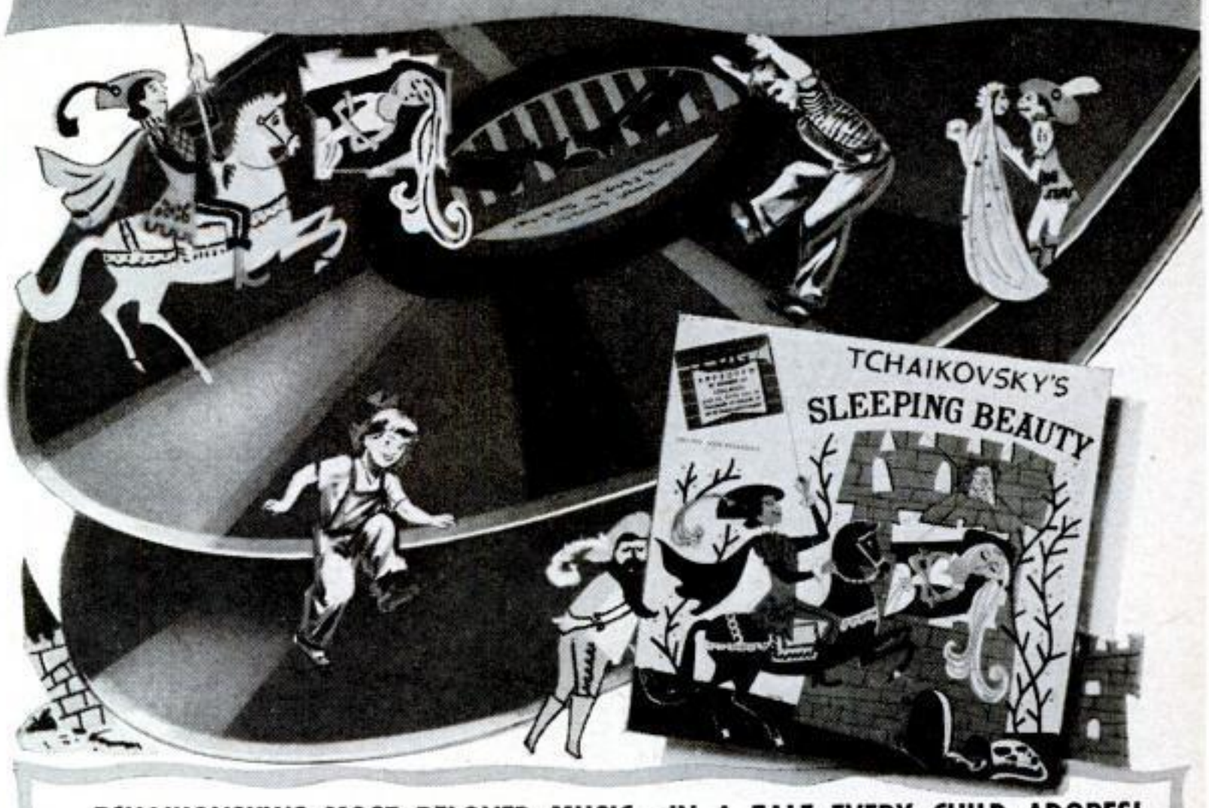
THE TWO MOST THRILLING TRAIN RIDES FOR CHILDREN 2-4



Here is an irresistible invitation for your child to climb aboard for *two* thrilling train rides. The first takes him to see his zoo friends — the elephants, monkeys, bears, seals—to watch the things they do and hear the sounds they make. The second trip carries him to the farm where all the barnyard animals wait to welcome and befriend him. Your child will roll, sway, push and bend with the rhythmic movements of the animals—the richest kind of musical experience. Even the youngest can learn these Train and Animal songs. Colorful jacket with illustrations and words to the songs. Although this new album of two 10" unbreakable records sells for $2.30—your child may have it *absolutely free*.

Tchaikovsky's "SLEEPING BEAUTY"

2 UNBREAKABLE 10" RECORDS FOR CHILDREN 5-8



TCHAIKOVSKY'S MOST BELOVED MUSIC—IN A TALE EVERY CHILD ADORES!



Now at last—*Tchaikovsky's* magic melodies set to the ageless wonder of *The Sleeping Beauty* fable—especially for children! A thrilling opportunity for your child to join in one of the most delightful experiences of childhood. An invitation for children of all ages to dance or sway to the rich melodies and rhythms of the most popular of all great composers, to join in the singing, or play act along with the timeless story. Although this album of two 10" unbreakable records sells for $2.30, your child may have *The Sleeping Beauty* ABSOLUTELY FREE!

"This is an outstanding recording and should be in every child's library."
Emma Dickson Sheehy, Parents' Magazine

"...top quality entertainment for the young." **N. Y. Times**

"...designed to encourage an appetite for good music."
Buffalo Evening News

GIVE YOUR CHILD HOURS OF HAPPY INDEPENDENT PLAY!

TO EVERY MOTHER AND FATHER whose heart fills with joy at the sight and sound of a happy, singing, dancing, laughing and playing youngster we offer to send one of these wonderful 2-record albums — regularly sold at $2.30 each in record and toy shops throughout the U.S.A. and Canada — yours ABSOLUTELY FREE! We make this offer so that you may observe, in your own home, the wholesome songs, stories, music and play ideas that only Children's Guild Records can offer your child. See how delightfully Guild records carry your child to far-off places, introduce him to the wonders of nature, to the animals, birds, people, and events that are sure to stir his imagination, delight him to the very core of his being! And—very important—you will see how your child makes these records a *daily play activity*—giving you more time for *yourself* — without neglecting your child's right to worthwhile entertainment.

Prepared By Those Who Love and Understand Children

Children's Guild Records are planned and prepared by outstanding musicians, educators, singers and actors for two age groups, 2-4 and 5-8. Each record is pre-tested in nursery and primary schools to make sure the children love and understand it. Every record invites your child to *respond* in a creative way — holds his attention, fascinates and entertains him! Children's Guild Records are approved by Boards of Education and are in daily use in schools in all 48 states.

Give Your Child This Free Album Now

Simply fill in and mail the coupon. We will immediately send your child the Gift Album you select, ABSOLUTELY FREE, and we will reserve a membership in the Children's Record Guild. If, within 10 days you decide to cancel the reservation, you may do so simply by sending us a letter or postcard to that effect. Otherwise, as a member, your child will receive a 10" unbreakable Children's Guild Record every month, and you will be billed for only $1.00 plus a few cents tax and shipping for each record. Whether or not you decide to join, the Gift Album is your child's to keep, ABSOLUTELY FREE. If you join you may cancel your membership at any time. Mail the coupon NOW!



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In Canada: OWEN SOUND, ONTARIO

Backed by Both These Seals

COMMENDED BY PARENTS' MAGAZINE

Guaranteed by Good Housekeeping

THE CHILDREN'S RECORD GUILD, Dept. 301
27 Thompson Street, New York 13, N. Y.

ABSOLUTELY FREE

☐ **All Aboard (2-4)** ☐ **Sleeping Beauty (5-8)**

Check one unless you wish two enrollments

Please send me at once the two-record album checked above and a copy of the booklet, "Your Child Is Musical," both ABSOLUTELY FREE. At the same time, reserve a membership for my child. If I do not cancel this reservation within ten days after receiving the free record, send me a record each month and bill me for only $1.00 each, plus a few cents for U.S. tax and shipping. I may cancel this membership at any time I please, but it is understood that the gift record and booklet are ABSOLUTELY FREE in any case.

Name of Child.....**Age of Child**.....

Address.....**City**.....**State**.....

Child's Birthday Month.....**Day**.....**Year**.....

My Name.....

Address.....

L-1 . **Canadian Address: OWEN SOUND, ONTARIO**

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Look Out . . .  for Colds and Sore Throat!

GARGLE Listerine Antiseptic as soon as you can. Prompt germ-killing action can often head off trouble or lessen its severity.

When you're overheated and go out into the cold night air, you may be letting yourself in for a troublesome cold, a nasty sore throat due to a cold . . . or worse.

Germs Invade Tissue

You see, fatigue and sudden changes of temperature may often lower body resistance. Then potentially troublesome germs called the "secondary invaders" can stage a mass invasion of the tissue. They can set up an infection, or aggravate one that is already started.

Then, if ever, Nature can use a helping hand to go after such threatening germs . . . to help guard against such a mass invasion . . . to help head off a cold before it gets entrenched. That is why, when you get home, it is wise to gargle with full-strength Listerine Antiseptic repeatedly.

Attacks "Secondary Invaders"

Listerine Antiseptic reaches way back on throat surfaces to kill millions of germs, including the "secondary invaders" that many doctors hold responsible for so much of a cold's misery.

Actual tests have shown that the Listerine Antiseptic gargle reduced germs on mouth and throat surfaces as much as 96.7% fifteen minutes after gargling, and up to 80% one hour after.

Always at the First Sniffle

Whenever you have sniffles, your throat is raw because of an oncoming cold, or you feel chilly or under par, start the Listerine Antiseptic gargle. You may thus spare yourself a nasty siege of trouble.

Lambert Pharmacal Company Division of The Lambert Company, *St. Louis, Mo.*

GARGLE

Listerine Antiseptic QUICK!

to kill germs like these



Every week on Radio and Television Enjoy—

"THE ADVENTURES OF OZZIE & HARRIET" See your paper for time and station

LETTERS TO THE EDITORS CONTINUED

EDITORIAL

Sirs:

Your wonderful editorial, "Christ in American Culture" (LIFE, Dec. 29), has made me, a Jew, feel happy and proud to live in this predominantly Christian America. It is symbolic of the tolerance and strong conviction that must go hand in hand to keep us great as a nation on God's earth.

. . . What kind of Christian community do you wish in our universities? If it will be akin to some of the early Christian communities, which respected and depended upon Arab and Jewish cultures existing in their times, and sharpened its wits on Greek and Roman learning, then Christ will not have been crucified in vain. But if that community should ape some of the so-called Christian universities already existing, become a nest of hypocrites who would deny Christian love to *all* men, then Christianity will pervert itself again.

SHELDON W. SAMUELS

Chicago, Ill.

CHRISTMAS SONG

Sirs:

Having tried *Happy Christmas, Little Friend* (LIFE, Dec. 29), I understand better your recent article on song plugging. "Most modern music is dreadful." ". . . Never talk about the quality of the songs."

NORMAN H. WILSON

East Chatham, N.Y.

Sirs:

Sheer appreciation prompts me to thank you for the lovely song received up here in the hills of Maine just in time for Christmas Eve!

VIRGINIA BUNDICK

South Penobscot, Maine

LO! POOR VERMONTERS

Sirs:

I am a member of one of the Iroquois tribes you describe in "Lo! the Poor Vermonters" (LIFE, Dec. 29). I was born on the reservation. But the words underneath one picture made me angry. In bold black letters it reads: "Poverty of the muddy villages." I know the people who live in that home, and they certainly aren't poverty-stricken. Their house may not be the best, but they are not poor. Anyone with good eyesight knows it isn't mud but snow on the ground.

PATRICIA DEER

Brooklyn, N.Y.

Please send 

to _____ name

_____ address

_____ city zone state

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(1 year at the single copy price would cost you $10.40)

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JANOS

Sirs:

Last spring you gave us the address of the Austrian orphanage where Janos, the deaf-mute boy whose story you had published in LIFE (Speaking of Pictures, April 28), had found sanctuary. Since then we have received several beautifully written and grateful letters from Janos, thanking us for the small gifts we sent. He has recovered his hearing and now speaks German fluently. The director calls him a good boy and a capable student. He adds, "I hope I can place him with a good family."

Here is a recent picture which certainly shows how Janos has improved since you photographed him nine months ago.

MRS. ERNST TUCHMANN

Flushing, N.Y.



JANOS THEN (LEFT) AND NOW

BROWNELL vs. POST

Sirs:

My attention has been called to "The Powerful Herb Brownell" (LIFE, Dec. 22), in which you have cast me in the role of the villain in another of your romances about Herbert Brownell. You did the same thing in 1945. Your respect for the truth and mine for my reputation lead me to file a protest.

You state that Mr. Brownell ran against me for the New York State Assembly on the issue of my stand on the Seabury investigation. But this was not an issue in the 1931 campaign, or if it was, my part in it must have been acceptable to the voters for I defeated Brownell with the largest majority by which I had ever carried the district.

What you call my "opposition" to the Seabury investigation in 1932 was not the reason Mr. Brownell was elected. I submit the following facts as evidence:

Tammany Hall turned me down for renomination because of my vote to grant immunity to witnesses before the Seabury committee. I ran independently and was defeated; this was the reason Mr. Brownell was elected. It was a three-way fight. . . .

As to my "opposition" to the Seabury investigation, I quote a letter from Judge Seabury: "Allow me to congratulate you. You showed independence . . . when, against the dictates of the Tammany element, you voted for the immunity laws. . . . I am glad to see you stand out and make a fight against the corrupt element in Tammany Hall. . . ."

I think you can understand my resentment when I find my political career being attacked by half-truths and innuendoes by a publication whose general reputation for truth and accuracy is extremely high. I do not believe it is necessary to erect a straw man to enhance Mr. Brownell's accomplishments.

LANGDON W. POST

San Francisco, Calif.

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It will live in your heart forever

Only Walt Disney, the master storyteller of our time, could unlock *all* the robust adventure and hilarious laughter of James M. Barrie's *Peter Pan.*

It sweeps you away to a land beyond imagination where adventure never ends—the Never Land of Captain Hook's pirates, of pixie Tinker Bell, Indian braves and fabulous mermaid lagoons.

As long as you live, you will never forget it!



Walt Disney's PETER PAN

A New Achievement in Cartoon Entertainment

Here is *everyone's* Great Adventure of all time. To see it—to know Peter Pan—is to keep youth in your heart forever.

With Bobby Driscoll as the voice of Peter Pan

Distributed by RKO Radio Pictures

COLOR BY TECHNICOLOR

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WOMEN OF FORD FAMILY gather for first group portrait in home of Mrs. Edsel Ford, widow of Henry's only child. She is on couch, holding youngest Ford, Sheila, 1, daughter of Mrs. William Ford, nee Firestone, who is standing behind couch. Sheila's sister Martha, 4, is seated at Mrs. Edsel's feet. At left is Mrs. Henry Ford 2nd with daughters Anne (*left*) 10, and Charlotte, 11½. At right on couch is Mrs. Benson Ford, holding daughter Lynn, 1½. In front of couch sits Mrs. Walter Buhl Ford II, Mrs. Edsel Ford's only daughter, married to a Ford (no relation). With her are daughters Josephine, 3 (*center*), and Eleanor, 6.

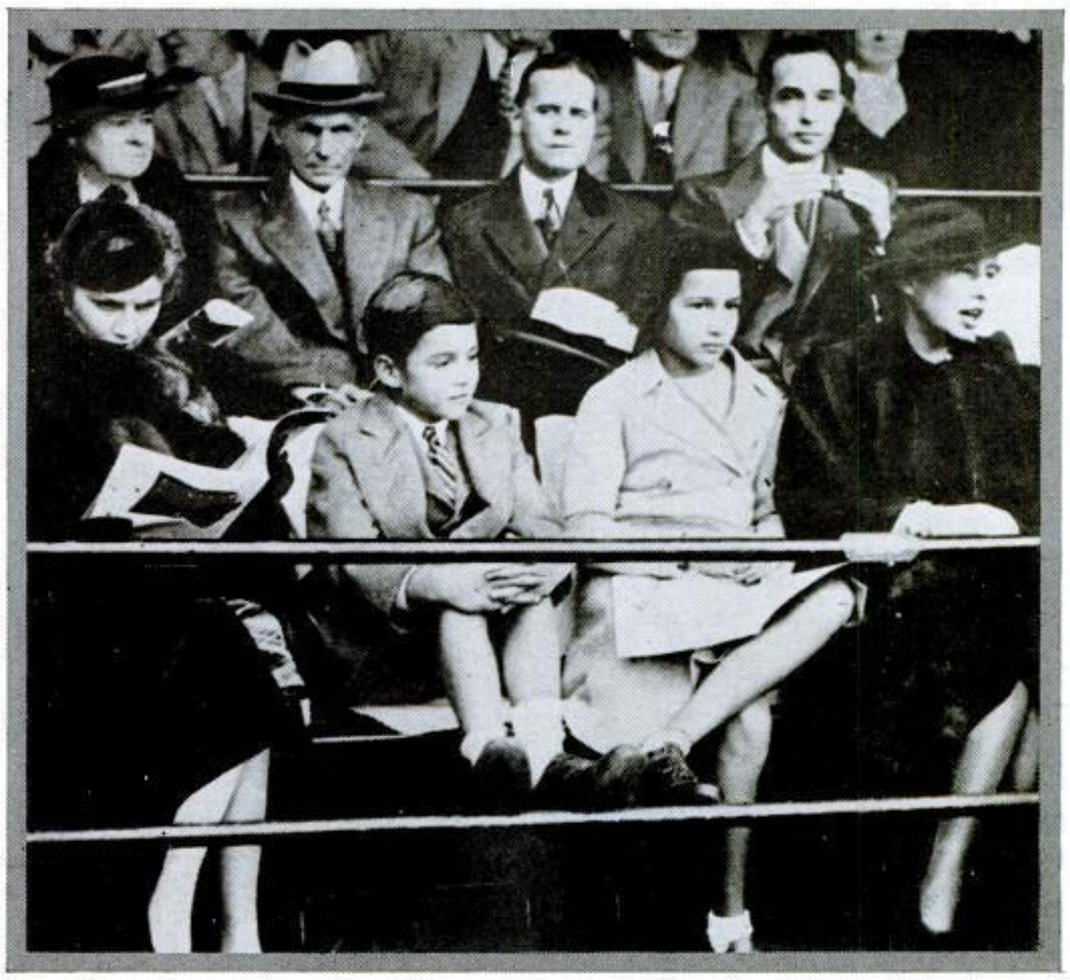
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SPEAKING OF PICTURES...

Ford men and women sit for portraits

It was half a century ago this year that young Henry Ford, already married and father of a boy named Edsel, raised $28,000 to found the Ford Motor Company. Now the company is worth an estimated $1.5 billion and Henry Ford's family has become one of the last of the great industrial dynasties. To mark the anniversary, the family—the ladies and the men separately—sat for these first group portraits.

The Fords, Henry's grandchildren, great grandchildren and the widow of his son Edsel, are sole controllers of his vast and private empire. Edsel, his son Henry Ford II, 35, the company's president, and the rest have been generous with their wealth. As a family, they hold only about 1/10th of the company's 3½ million shares, including all the voting stock. The rest, in the form of nonvoting stock, they have given to found and support their $500 million Ford Foundation, world's largest philanthropic trust.



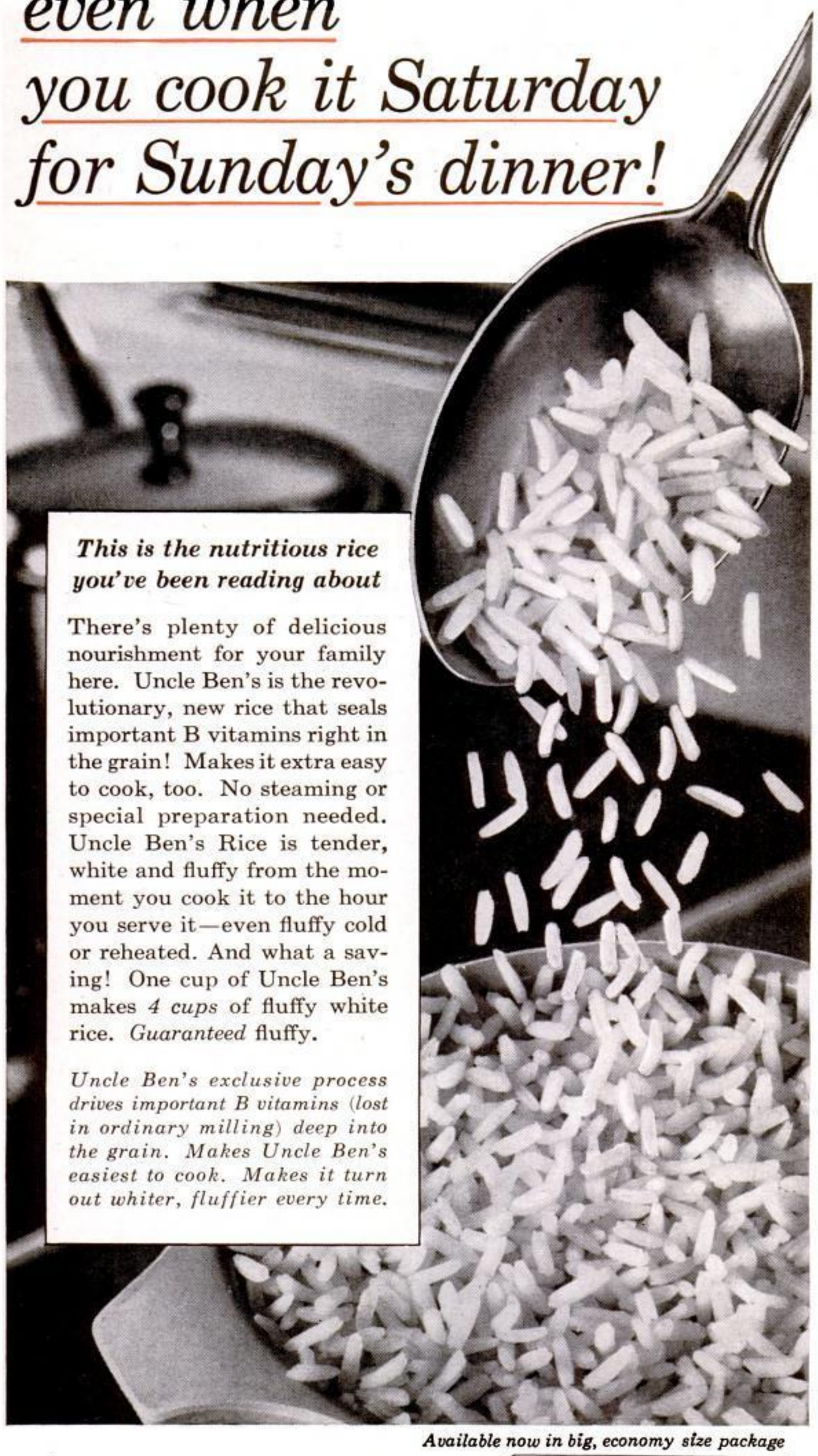
WHEN HENRY FORD WAS ALIVE, he and his family watched the opening of the 1935 World Series between Detroit and Chicago. In the top row are Mrs. Henry Ford, Henry Ford, Harvey Firestone Jr. and Edsel Ford. In bottom row are Mrs. Firestone, Edsel's children, Billy and Josephine, and Mrs. Edsel Ford.



MEN OF FORD FAMILY, Edsel's three sons, his son-in-law and their sons are grouped on the staircase of Mrs. Edsel Ford's Grosse Pointe Shores house. Left to right they are Walter Buhl Ford II, of the wealthy Wyandotte Chemical family, who married Edsel's daughter Josephine; their son Alfred, 2; William Clay Ford, youngest of Edsel's sons; Walter Buhl Ford III, 9; Edsel, 4, standing with his elbow on shoulder of his father; Henry Ford II, the eldest of Edsel's sons; Benson Jr., 3, and his father, Benson Ford. All in all, Edsel had 11 grandchildren. He headed the company from 1919 until his death in 1943.

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Imagine!
Rice that stays *fluffy*
even when you cook it Saturday for Sunday's dinner!



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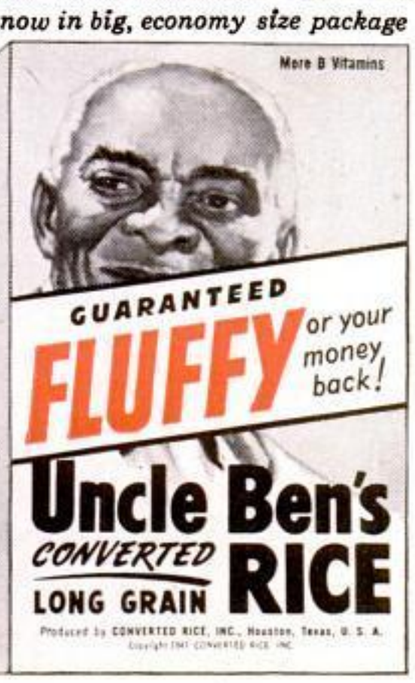
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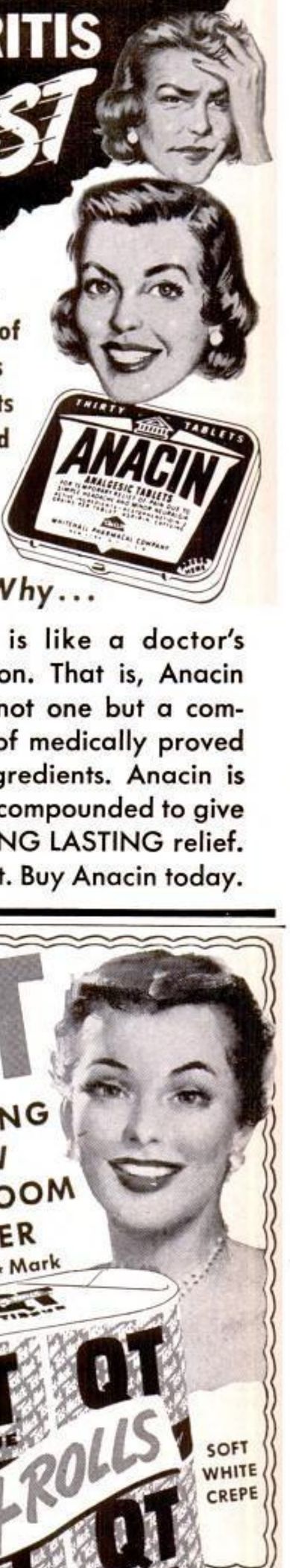
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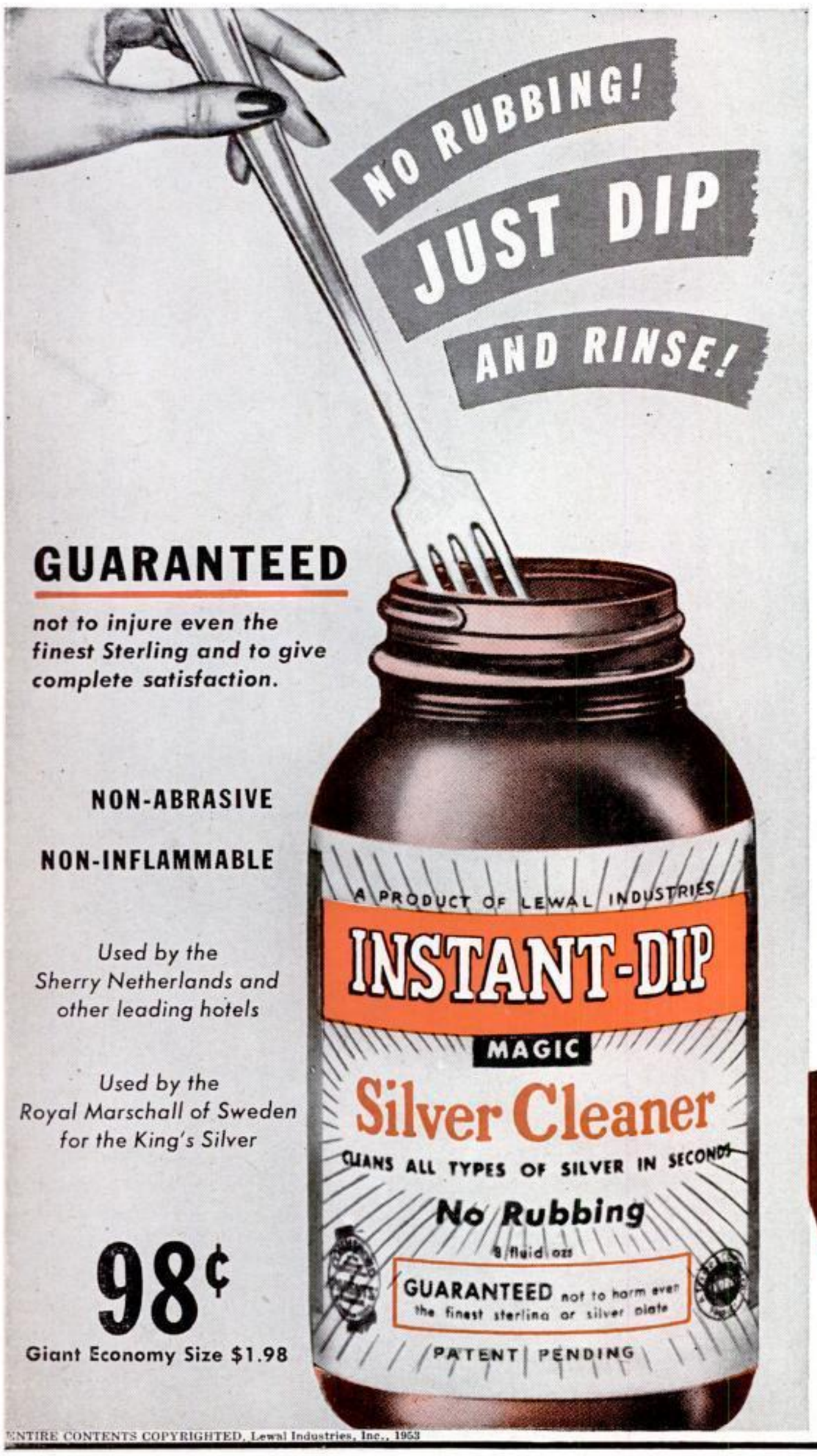
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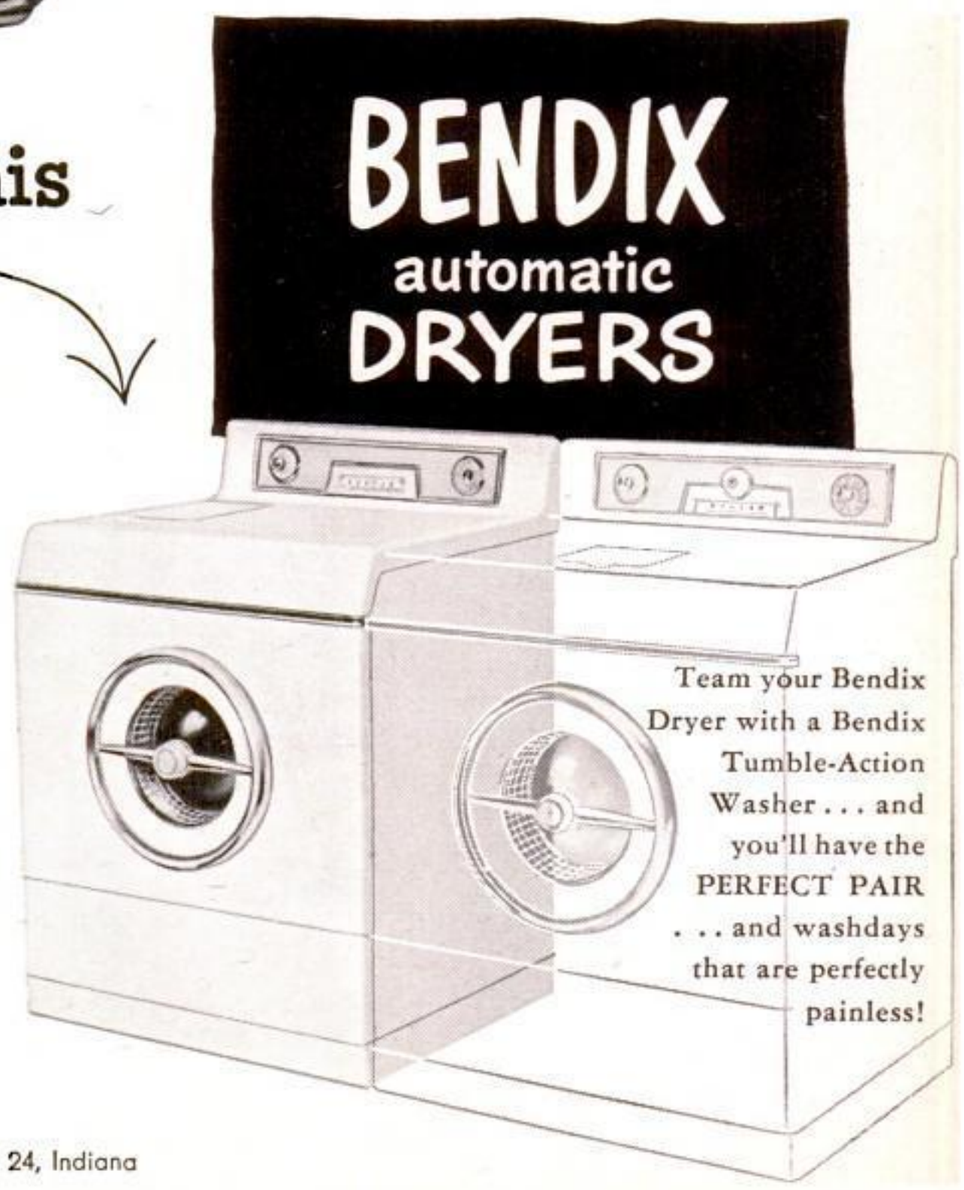
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MEMORIES, A CAMERA AND MARSE WALLACE

From time to time LIFE photographers strain against the apparent limits of film and lens and the inked page and, flexing their imaginations, come out into a form which happily blends a special approach with the particular subject matter. With his "I See My Love" (LIFE, Aug. 13, 1951), Leonard McCombe once created a fictional romance, approximating the form of a prose short story. Ralph Crane persuaded a reformed problem boy to relive his various deviltries for a "flashback" picture essay entitled "Bad Boy's Story" (LIFE, May 12, 1947). Fritz Goro built his own camera to take pictures of circulating blood in animals (LIFE, May 31, 1948), which the doctors and technicians assured him could not be photographed.



MR. KIRKLAND MANY YEARS AGO

And in this issue we have the reminiscences of Wallace Kirkland, elder statesman among LIFE photographers, who presents an intellectual double exposure in his Jamaica story on pages 89–97. Some months ago we asked our photographers what stories they had been most fondly hankering to do. Kirkland said he had long wanted to go back and investigate what was left of his boyhood memories of Jamaica. In Jamaica, as his pictures show, Kirkland encountered many of the old things he had expected to find and also reawakened a forgotten link to his present professional activity. Kirkland reported, "The Titchfield Hotel in Port Antonio in those early days provided a darkroom for the use of its guests. It used daylight with a large red window as a 'safe light.' I remember its smell of chemicals used in film processing, which odor in modern darkrooms always has taken me back to that first darkroom and revived the memory of the light coming through that square of red glass. A great many things have happened to photographic processes since then, but strangely enough the quality of pictures of me when I was a youngster has not been improved upon."

If picture quality is no better now (though film manufacturers might argue about that point), it is all the more reason why photographers should attempt different approaches to an old graphic form. So we hope that other photographers will be encouraged by the success of "Marse Wallace," as one Jamaican used to address him. As Kirkland went about the scenes of his boyhood adventures, he gave his dreams full control and let his memories guide the camera.

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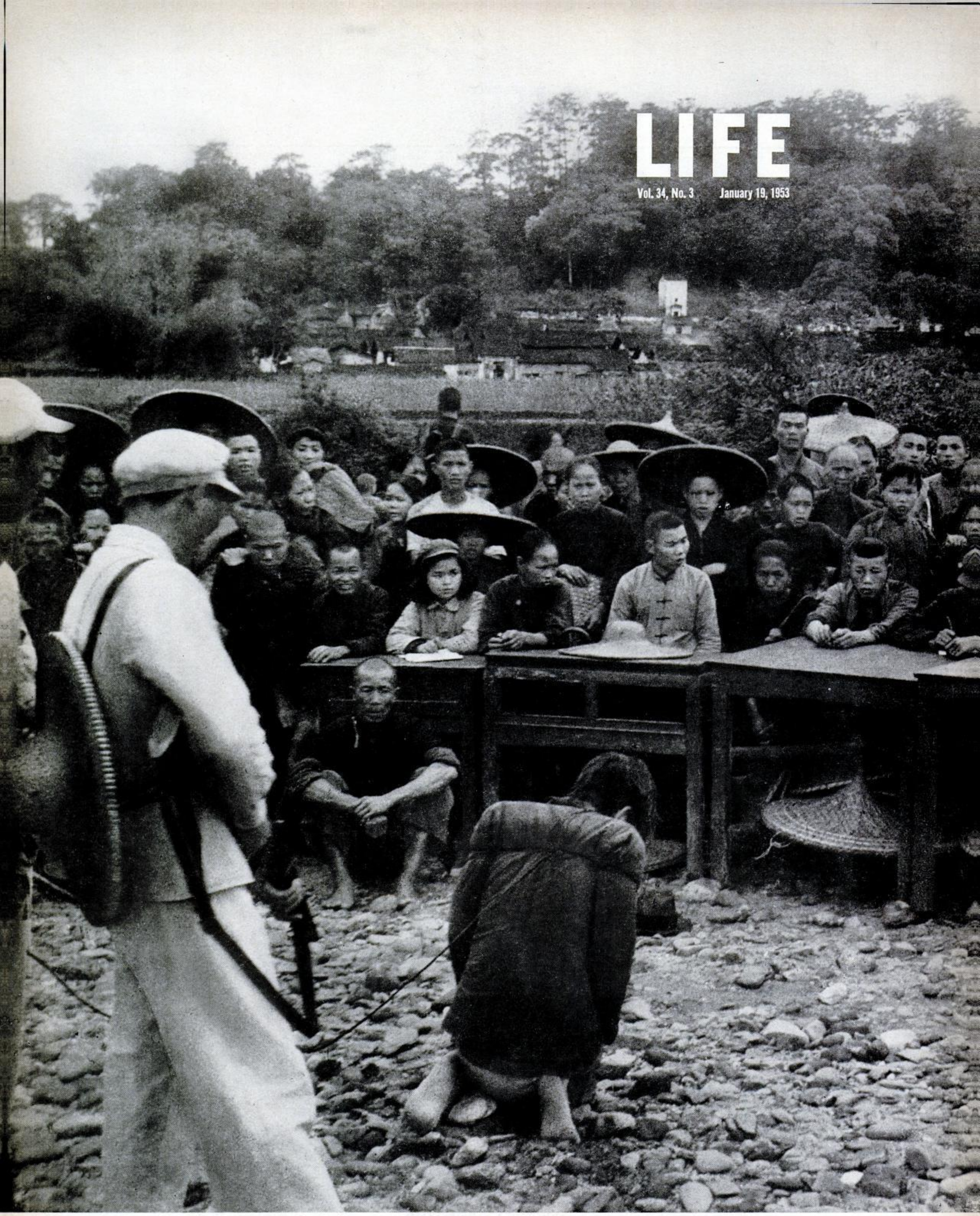
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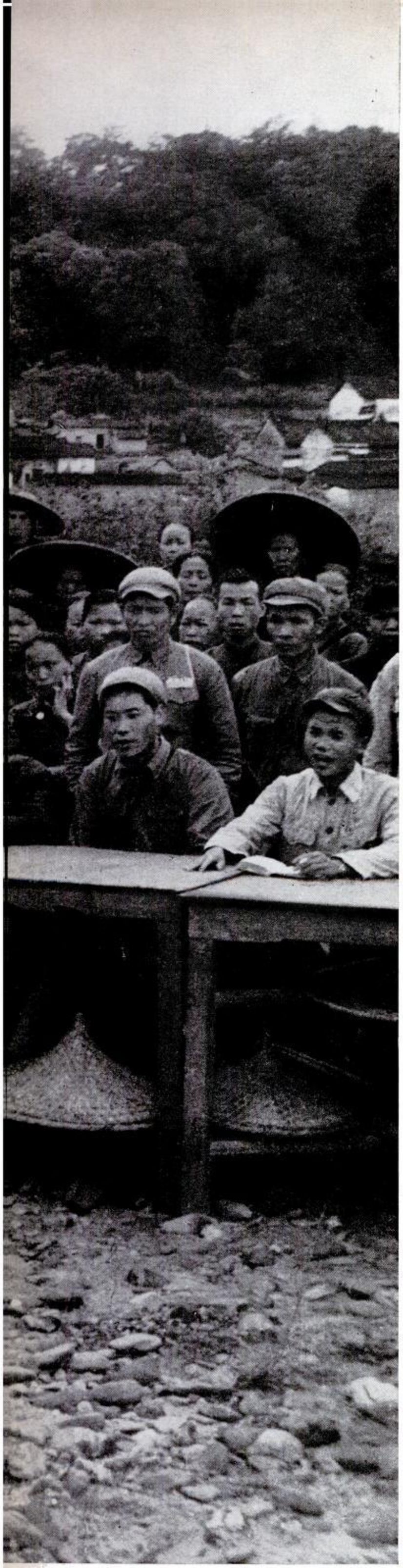
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LIFE
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ON TRIAL, Huang kneels at the end of leash held by one militiaman while another stands over him with a rifle. Among his judges, sitting in open-air court improvised from tables, one (*right*, with open book) bawls at him while neighbors look on. Hats under tables probably belong to judges, some of

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whom wear military caps for trial. In background are buildings of town of Fukang (Ridge of Buddha).



FESTIVAL OF TRIALS, well advertised by Reds, brings peasants, some wearing Red star of party activists, to flag-draped pavilion near court where trials were held.

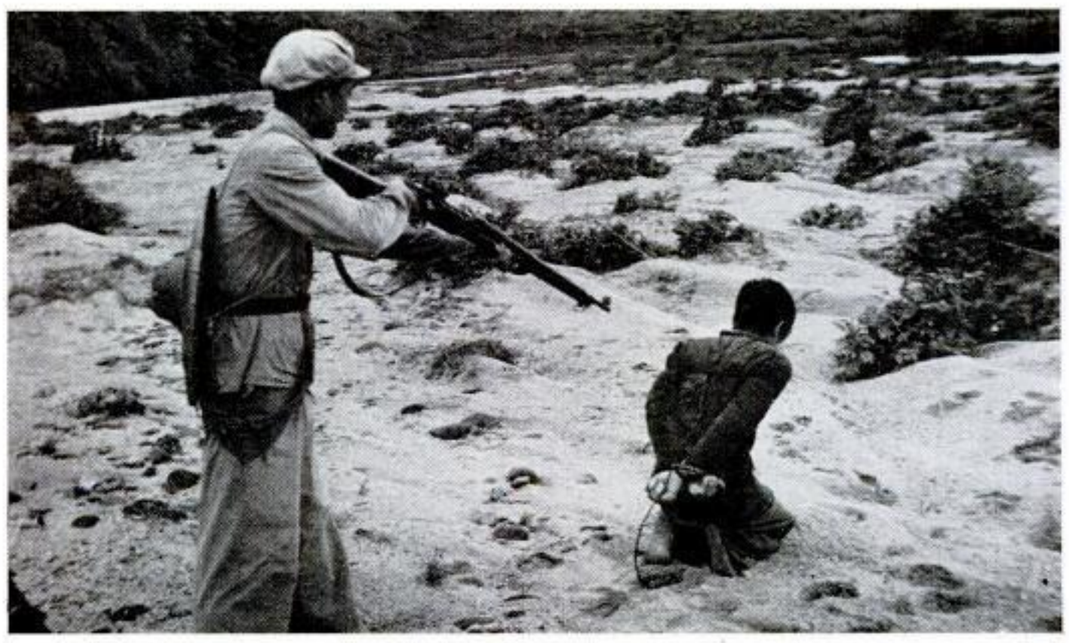
RED CHINA REFORMS A ⅔-ACRE LANDLORD

Down on his knees, shoulders held square by his fetters, Huang Chin-chi bowed before the blank faces of his neighbors and his onetime friends, before his Communist judges and before the likelihood that the punishment for his wrongdoing would be death. His real crime was that he owned two thirds of an acre of land.

Ever since the Reds began their conquest of China, the world has heard much of their ambitious land-reform program which would bring justice to "exploited masses" by breaking up "feudal" holdings and giving the land to those who tilled it. Here, documented by the Reds' own photographer, is the first searching look at "land reform" in action—the disposition of the holdings of Huang and 30 other "despotic landlords." The pictures were taken last July 23 at a trial in the *hsien* (county) of Fukang, province of Kwangtung, but it was not until this month that a defected Communist succeeded in smuggling them into Hong Kong.

The story of land reform in Fukang, checked and found authentic by the U.S. consulate general in Hong Kong, began when a cadre of trained Red snoopers moved in. Working with care because the peasants of South China had long resisted land reform and the program was far behind schedule, they at first made themselves helpful to everybody. But, meeting secretly with local "activists," they pried out the secrets of the county. Once they knew who owned what, who was politically "reliable" and who was still covertly against the regime, they dropped the mask of friendliness. Creating a class war where none had existed, they set man against man in "Speak Bitterness" meetings. There people were encouraged to get up, air their grudges and their suspicions. As bait, to stir up accusations, they announced that the possessions of those found guilty would be divided among others in the community.

At last Huang, along with others (*next page*), was brought to trial before a "people's tribunal," accused of exploiting peasants by hire, rent and usury. The outcome, after the denunciations of well-coached witnesses, was foreordained. Huang was taken out and shot, the victim of a political trick designed, by seeding distrust and hatred among them, to make the peasants more pliable to Communist masters.



THE EXECUTION of Huang takes place immediately after sentence on a sandy slope. Huang kneels again while militiaman puts a rifle bullet through his back.

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ORDEAL BEGINS as landlords, bound and with heads "bowed to people" by Red orders, squat in pen. Man nearest camera has crutch beside him. Sign on drape in back says "Protect the People."



DEATH MARCH of bound landlords goes through sun-baked streets of Fukang town after the trial. The ten who were condemned walk to execution ground guarded by militiamen with drawn pistols.



ORDEAL ENDED, the landlords lie dead, woman in center foreground still bound to man at her right.

TEN ARE CONDEMNED

Having dealt with Huang, the "tribunal" turned to the other 30 prisoners. None owned more than three acres but, by a classification of landholders devised by China's Red ruler, Mao Tse-tung, 30 years ago, they were "landlords" and arbitrarily guilty of exploiting others.

Bowed before their accusers, they heard these stereotyped denunciations, together with charges of having once been friendly to Chiang



FRUITS OF REFORM, the farm implements of the dead landlords, are assembled for redistribution. →

AND THOUSAND GET FORFEITED POSSESSIONS

Kai-shek and evading taxes (which are higher for peasants under Communism than under the old regime). All were found guilty and their possessions forfeited. Some were found to have been less "stubborn" than others, but 10 were marched to the riverbank and killed.

For their neighbors the rewards of "land reform" proved ridiculous, for when the meager goods (*below*) of 30 were distributed among a thousand, only the most favored got as much as one sixth of an acre. For the nation it was even sillier. In return for propaganda and political advantage, the Reds had added to deterioration of China's rural economy by further fragmentizing China's land and by taking farms from the efficient and giving them to the inept. Under land reform, Red China's food production has fallen 16% below prewar level.



VISITORS from another village, which had no landlords of its own, carry home part of trial loot.



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EDITORIAL

NEW GOVERNMENT, NEW SPIRIT

THE WORLD MAY EXPECT TO HEAR FROM CERTAIN LONG-NEGLECTED AMERICAN CHARACTERISTICS

As many a voter intended it should, this imminent change in the U.S. government can change the history of the world. The solemnity of the change has already been well served by President Truman's message on the State of the Union, which placed the epic problems and events of the Truman years in masterful perspective. But it is a perspective that may be unique to this moment, never to be recaptured again.

Said Mr. Truman, "There can and should be changes and improvements in our programs, to meet new situations, serve new needs. But to desert the spirit of our basic policies, to step back from them now, would surely start the free world's slide toward the darkness that the Communists have prophesied." Of course the new administration will not "step back." And even if its "changes and improvements" turn out to be fairly minor, they may have revolutionary results. What is most in need of change, and most likely to be changed, is what Mr. Truman advises us not to change: "the *spirit* of our basic policies." The spirit of those policies has been far weaker than their flesh.

•

If the Eisenhower administration were so minded, it could plausibly ask us all for patience while it performs a sort of minimum janitorial function, on the ground that the State of the Union is really an Augean mess. It could agree with Truman that our struggle with Communism will be "a long, hard test of strength and stamina," and that "if one thing is certain in our future, it is that more sacrifice still lies ahead." It could even slip into the we-happy-few attitude expressed by Dean Acheson in his farewell address to the Foreign Service: "Make no mistake, there is a real battle with Congress. There is a great lag in the education and information between you . . . who know the facts of the world and the 150 million people who really govern the U.S." It could take comfort, as Acheson has, in the truism that U.S. policies are "confined to the limits of the possible." It could preach patience, patience, patience; and distribute through its favorite study groups a hundred million copies of D. W. Brogan's recent sermon in *Harper's* which he called "The Illusion of American Omnipotence," and which tells us that Korea is indeed a painful story, "but it is an old one," and that we will not be a mature people until we have known what every other nation except ours has known: frustration and defeat.

Mr. Brogan says Americans lack "historical reverence and realism." Otherwise would we not understand that the triumph of Communism in China was prepared by history a long time ago and could not have been prevented by American action of any kind? Mr. Brogan's sermon is not addressed to the outgoing Democratic administration—its policies have been "on the whole wise, farseeing, magnanimous"—but to the mass of American people whose ignorant impatience he, like Acheson and Truman, mistrusts.

It remains a minor puzzle how purveyors of this mistrust could have called themselves democrats. Be that as it may, Brogan has put his finger on that very "spirit of our basic policies" that caused the Democratic defeat. Now there will be a new spirit. What will it be like? What characteristics of the American people will it express?

Thornton Wilder, the novelist-playwright-teacher, has been doing some original work on American characteristics of late. Like the Republicans in their world, he in his egghead world has shown a genius for keeping out of step with fashionable dogma for over 20 years. The characteristics he describes, long unnoticed, may well be those now coming politically to the fore. He finds them not only in our literature but in the tacit assumptions of his college students, America's inarticulate youth.

Wilder says, "The American is the first planetary mind." He means we tend to take the impartially broad view of our fellowman that a few minds like Goethe, Dante and Homer have expressed in world literature. It is a view that Goethe called "the triumph of the purely human," a conviction of the unity of all people and all thought. It is characteristic of the American because he is a lonely, freedom-burdened individual who, seeking confirmation of his identity, is peculiarly unable to find it in any particular time, place or community. Notwithstanding his gregariousness (often a bit frantic) and highly developed "homemaking faculty" (which he is always impressing on some new place) the American is "really in relation only to everywhere, always and everybody." Also he is his own teacher and metaphysician, "building his own house of thought" while his neighbor does the same. The world's previous thinking is wasted on him; he suspects it must all be done over. Brogan is quite right about his "lack of historical reverence," though most Americans are too polite to come right out and *say* with Henry Ford that "history is bunk."

Is this "boundless presumption" that of a wholly irreverent brat? No. the American knows reverence of a quite mature kind. He is in awe when he counts: he is in awe of the many billions of other souls who have lived and will live on this earth. each of whom was one and only one, like himself. He reserves his awe for this "vast cousinage" around, behind and before him in "the deep abyss of time." The American is lonely because he anticipates "the only fraternal community that finally can be valid—that painfully emerging unity of those who live on the one inhabited star."

What has all this to do with American politics? Perhaps a great deal. President Truman complains that the American sense of time is different from the Communists'; they "seem to think and plan in terms of generations," he warns, whereas we are comparatively shorter winded (and so, by implication, prone to dangerous short cuts). But this is not the real difference. To the American, time is "something we create, we call it into being, not something we submit to"; time is an infinite dimension to be taken like any raw material for whatever project is before us; it's the project that counts. What makes Americans uncomfortable about the Indian-wrestling-match view of the struggle with Communism is its alien time sense.

So Ike doesn't need to counsel patience and fortitude. What Americans want is a plan of action in which history is kept behind the spectators' rope and not confused with the living actors. Nor will the plans be complete until the world is one.

Is this the "illusion of omnipotence?" As an individual, the American knows tragedy and evil, defeat and humility well enough. Our young men are haunted by no Golden Age, says Wilder; "You can't imagine how seldom you hear the word 'happiness' today." But the American is very far from willing to accept tragedy as a national policy. His patriotism is not that mystical; the nation for him is a beloved but unfinished achievement, not a "psychic nest." From a few "enclaves . . . of European feeling," especially in the South (which once knew defeat) comes a minor literature fixated in time and place, ruled by "gods of glade and brook and pond." But elsewhere both our literature and our politics keep returning to the "gods of great space"—of everywhere, always and everybody.

•

So the American spirit that now feels itself better represented in Washington is no new thing. It infused our early settlers, conquered our West, and drew European immigrants here by millions—or rather one by one. It has been long dampened by inadequate leadership and by the unfamiliar context of the postwar world. It is a spirit aggressively brotherly (but not warlike), meddlesomely curious, insubmissive but responsible, in love with action, expectant of progress. This is not the place to predict its agenda, or to suggest which objectives it can best be harnessed to. The American agenda is agelong and worldwide. But as Ike makes clear his own objectives and asks for support, the new release of this old spirit may astonish the world. It will not be omnipotent, but it will have its effect.

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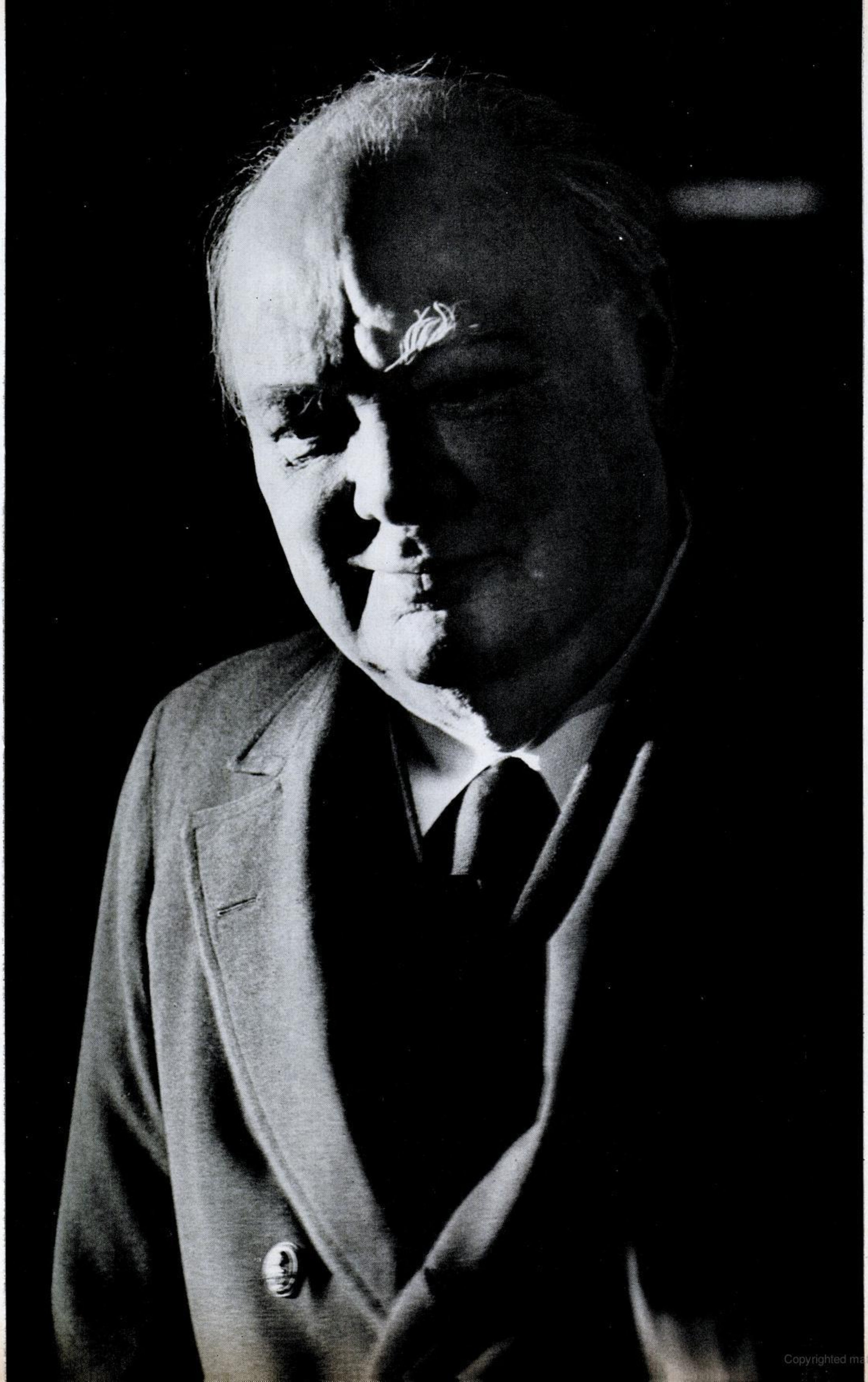
PICTURE OF THE WEEK



BUSLESS BUSTLE ON FIFTH AVENUE

Fifth Avenue and other sidewalks of New York last week echoed with the shoe clicks of a new kind of pedestrian, the displaced bus rider, forced to his feet by a strike on 125 city bus routes. Almost everybody agreed that the striking bus drivers should get what they asked—a 40-hour week without pay cut—but nobody could agree on how to raise the cash. With a mayoralty election coming up the city hesitated to raise fares and broke into bad temper instead. Mayor Impellitteri said Union Chief Mike Quill was talking "hogwash." Quill called the mayor a "cut-rate comedian." Then the mayor accused Council President Rudolph Halley of holding "backdoor conferences" with the union and Halley, who wants to be the next mayor, accused Impy of a "cowardly smear." But the walking New Yorkers called almost nobody names; instead they found some consolation in the thinned-out traffic, the relative quiet and even the unaccustomed exercise.

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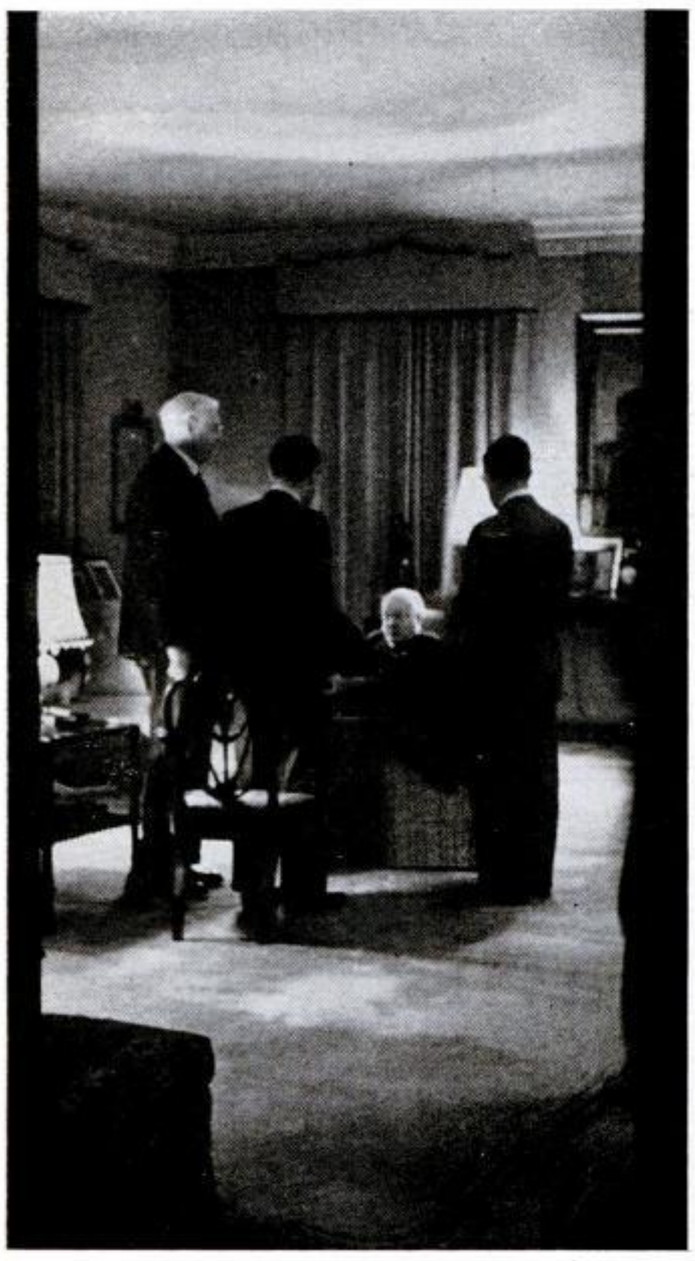


AS GLASS WINDOW BEHIND CHAUFFEUR IN LIMOUSINE REFLECTS CROWDS, CHURCHILL CHATS WITH SIR ROGER MAKINS, NEW BRITISH AMBASSADOR TO U.S.

VACATION—WITH STOPOVERS

Winston Churchill, en route to Jamaica, drops in at U.S. for talks with people of new importance

His hair a trifle thinner and his step a trifle slower, England's Prime Minister Winston Churchill, aged 78, debarked in New York last week "on vacation" and went straight off to hold some meetings with his old friend, Dwight Eisenhower. The two had met, said Churchill, "at least 100 times" before. But this time he was seizing the chance for private and forehanded man-to-man conversation with the future head of the U.S. During the week the two men met three times for long talks. Churchill crammed his appointment list with meetings with Mrs. Roosevelt, Dulles and Dewey and Congress leaders. Then, in a more formal capacity, he paid a friendly and dutiful farewell call on Harry Truman and left, in the President's plane, *Independence*, for a rest in Jamaica.



IN NEW YORK at home of host, Bernard Baruch, (*left*) Churchill (*seated*) meets Eisenhower aides.



WITH HIS WIFE Churchill holds first press conference of this visit, his 12th in the last 58 years.



IN WASHINGTON, at White House, Churchill's silhouette juts into view as he talks to Truman.

←"LIFE'S" LEONARD McCOMBE CAUGHT A BEAMING CANDID PORTRAIT ON CHURCHILL'S ARRIVAL

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WITH SCHOOLROOM'S THERMOMETER SHOWING 52°, THIRD GRADE PUPILS AT P.S. 53 PLEDGE ALLEGIANCE TO THE FLAG DURING DAILY OPENING EXERCISES

FREEZE-OUT ADDS TV TO THREE Rs

While school janitors strike, Baltimore stations put classes on the air to keep youngsters working

It was a strange way to run a school, but most of the children liked it. Every morning they bundled up and trooped to class as usual. But when they arrived, they kept their wraps on while they chanted the oath to the flag, sang a song and got quick instructions for homework. Then they scampered back home, plunked down before TV sets and watched a special program put on by other pupils and a handful of teachers.

This routine, being tried out by 80,000 Baltimore pupils last week, was the delightful (to the children) result of a strike by municipal workers, including school janitors. Unheated, classrooms were too cold to use.

Teaching by TV seemed to work out fine, at least before the novelty wore off, and teachers estimated a high percentage of their students were faithfully watching their screens. The children were happy because they could sprawl on the floor during "class." Baltimore's mothers, already harried because garbage collectors were striking, too, looked forward wistfully to getting the kids out from underfoot. But they agreed the emergency programs were far the best thing TV had given their children yet.



CHILLY CHILD in sock cap gets assignment for homework, some of which is based on the TV show.



CLASS ON GLASS of TV tube is watched by five schoolmate friends. A language lesson, this part of the show used miniature blackboards, also presented children in Italian costumes singing folk songs.

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EYES THAT LISTEN are fixed on teacher by second grader in Margaret Brent Public School. She is taking notes about assignments in spelling, arithmetic, reading and other subjects. Following the lessons on TV was not compulsory—students who did simply got extra credit—but bringing in written homework was.

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SWISS CLIMBERS GET UNPARALLELED VIEW



THE MAGNIFICENT MOUNTAIN is seen in what may be best photograph ever made of Everest, the peak at left. It was done by expedition's photographer, Norman Dyhrenfurth, assistant professor at University of California, Los Angeles, who took six-month leave to accompany the Swiss attempt. Dyhrenfurth

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OF MT. EVEREST . . . BUT CANNOT CONQUER IT



climbed the side of Pumori peak, west of Everest, to a point 19,680 feet high to get this shot. Route that the expedition took is charted on the drawing at right.



HIGHEST CLIMBERS, Ernest Reiss, Raymond Lambert and Bhotia Tensing, made last assault.

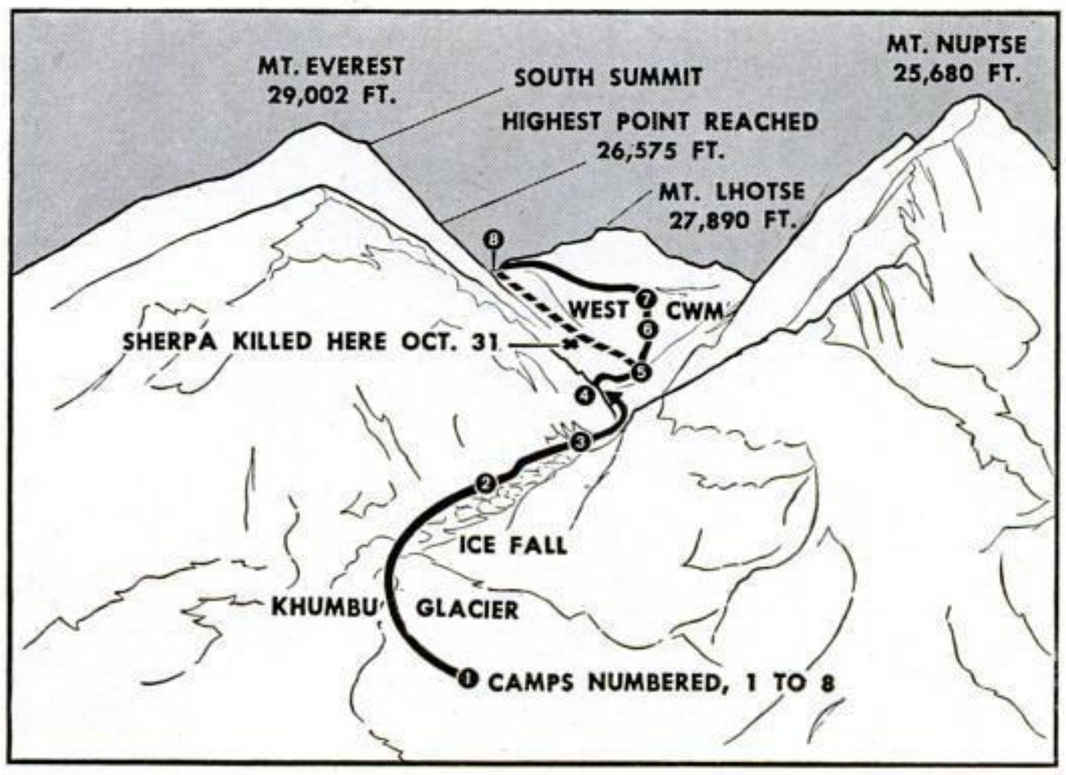
A big expedition gets 26,575 feet up icy slopes of the highest mountain before being turned back

Once again the cruel icy slopes and merciless winds of Mt. Everest proved too much for man. This time the Swiss tried, coming equipped with special oxygen apparatus and tons of supplies including 118 pounds of *foie gras* and double eider-down sleeping bags carried by 275 native porters. The Swiss came also with experience. Only last spring they had reached within 787 feet of the summit, closer than anyone except possibly Britishers George Leigh-Mallory and Andrew Irvine, who in 1924 set out for the top from 800 feet away and were never seen again.

Using a new approach through a recently explored ravine, which they hoped would protect them from the wind, the Swiss reached the base of the peak on Oct. 20. Getting there had meant a month-long trek through Nepalese lowlands, soaked by monsoon rains and beset by leeches. About a month remained for climbing before the winter storms would begin.

Once onto the higher slopes, the Swiss established a series of camps by sending scouts forward and then bringing up supplies. The scenery was incredible: "One looked down upon great cones of ice," wrote the expedition's leader, "caught in a dim light, hundreds of waves one behind the other, serrated and lacelike, each with a fringe of brightness gleaming in the gray shadows." From all around came the periodic pistol shots of ice cracking and the roar of avalanches occurring as regularly as trains arriving in a station. By Nov. 19 they had passed through the ravine and set up Camp 8 at the south pass of Everest, 25,853 feet high. But the next day, after going 800 feet further, the winds and cold proved more than they could bear and they turned back (*pp. 26, 27*).

Permission to climb Everest from the west is given periodically by the Nepalese government, which allows one country to send expeditions in a given year. Next will be the British, who will try this spring. After that no other countries are scheduled to make the attempt except Russia, which is said to be readying an expedition and which needs no permission from Nepal since it can approach Everest through Communist-held Tibet.



GUIDE to picture shows camps. When avalanche killed porter above Camp 5, new route was taken across. "Cwm" (pronounced Coome) is Welsh for ravine.

CONTINUED ON NEXT PAGE

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CROSSING GLACIER, a team sets out for Camp 5. Actual peak is beyond south face visible here.



HIGH GRAVE was fashioned for a Sherpa. a Nepalese mountain tribesman, killed by falling ice.



HIGH CAMP, number 6 on the side of Mt. Lhotse, was used as a stopover point on way to final assault.

THE PURGE FROM EVEREST

In their last three weeks on Everest, wrote Swiss Doctor Gabriel Chevalley who led the expedition, the sub-zero temperatures were bad enough—everyone's feet were continually cold and despite two shirts, a vest, a woolen pullover and a fur jacket, Chevalley could never get very warm. But it was the wind that was most punishing. Screaming across the pass at 70 mph, it would fill even the tightly buttoned-up tents with biting drafts, and its perpetual howl kept the men from sleeping, adding to the enormous fatigue induced by the altitude. On the night of Nov. 19 the gale seemed to blow harder and harder. On the 20th it had not abated, and after continuing to a height of 26,575 feet, the assault team of Lambert, Reiss and the Sherpa Tensing found themselves moving slower and slower. "Little by little," wrote Chevalley, "the tempest and the cold paralyzed them. . . . It was impossible to climb higher in such conditions. They were defeated." They turned back and then the whole expedition began the long descent. "The retreat was not planned," says Chevalley; "it was imposed, with a blow that was sudden and complete; we had been purged, so to speak, from Everest."

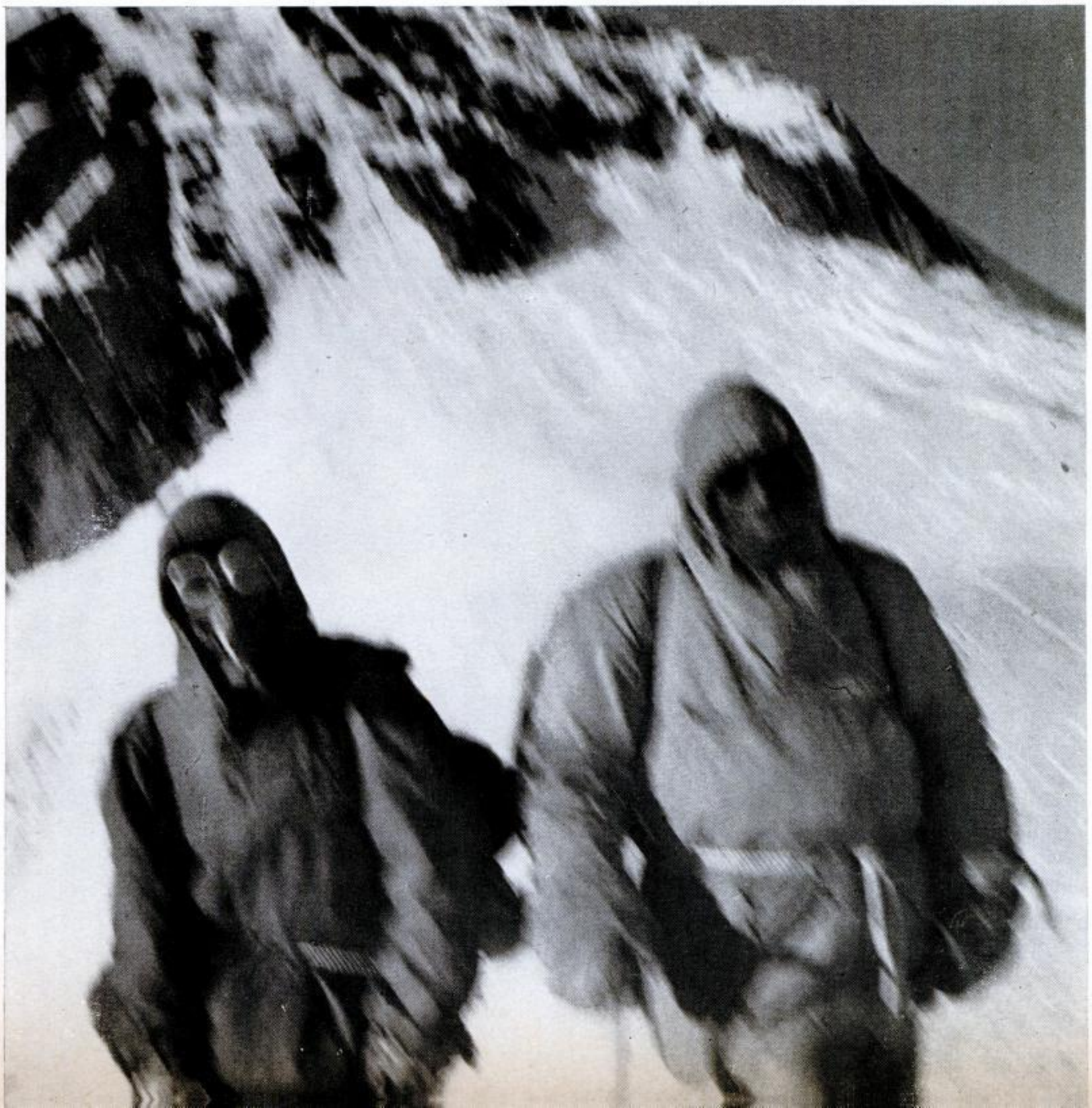


COOLIES ASSEMBLE at Camp 1 before a wall of glacial ice. Expedition used bugles to rouse coolies in morning and get caravan started. Of the 275 Nepalese who accompanied the expedition, only 22 were the skilled mountain-climbing Sherpas who went on the final stages. The women did not go beyond Camp 1.

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THROUGH ICE FALL, an area so treacherous it stopped a 1951 British reconnaissance team completely, Dr. Gabriel Chevalley leads three porters.



← **GIVING UP,** Tensing and Lambert turn back, come huddled down slope.



ON WAY DOWN at Camp 4 Lambert soaks numb feet for march to Camp 1.

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'I LOOKED DOWN JUST BEFORE I JUMPED...

I saw the car on the lot below me. I tried to jump out far enough so that I wouldn't hit the car, but I couldn't control my fall. It was a terrible feeling. I can't describe exactly how I felt as I rushed downward. It's a feeling I can never forget and a feeling I never want to have again. I was conscious right up to the moment I hit. I went out for a few minutes, then came to again. Perhaps

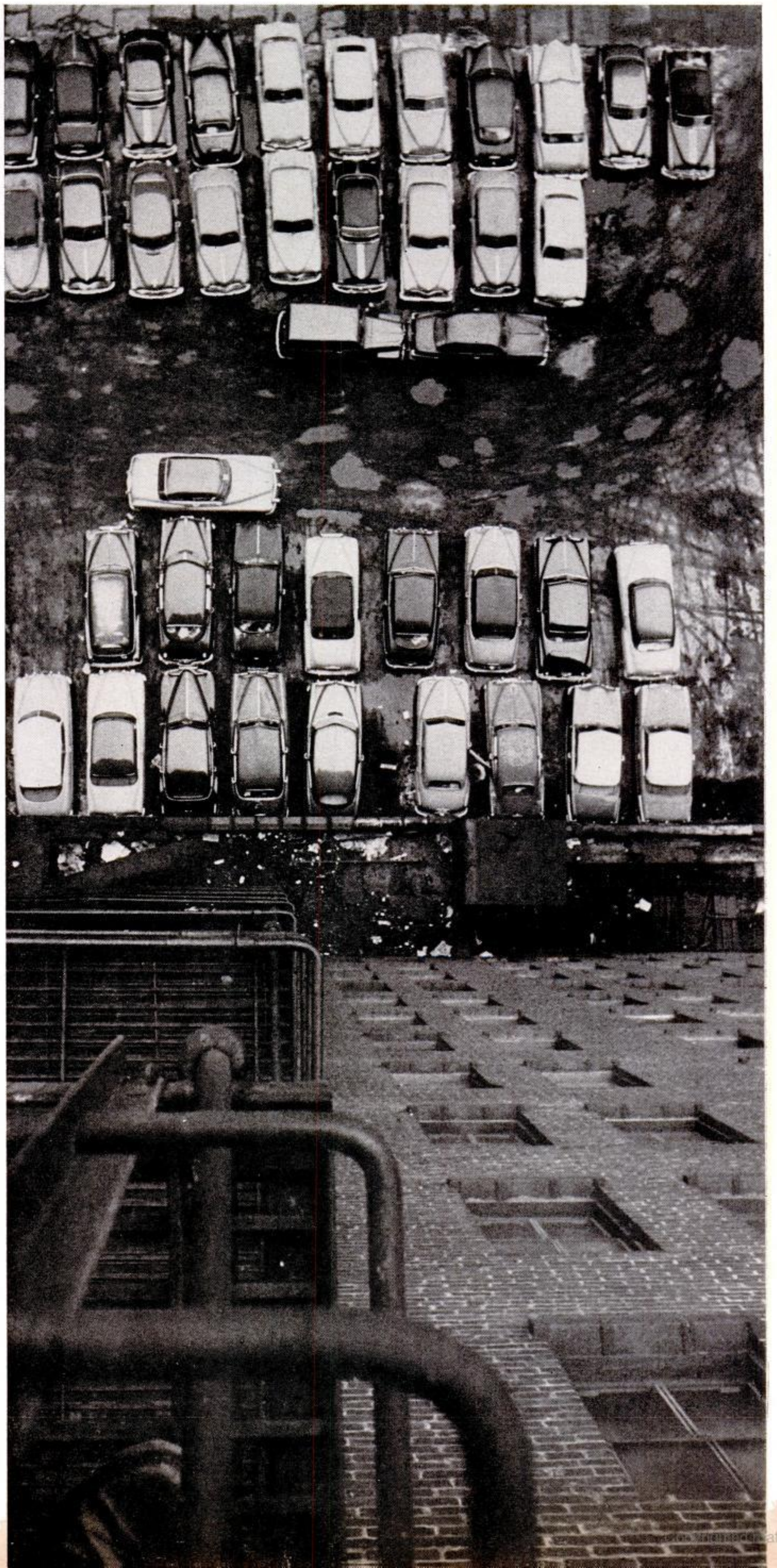


I will be able to tell just exactly how I felt sometime in the future. Right now I don't want to talk or even think about it.'

Alexis Grekoff said these words last week the day after he jumped from the 14th floor fire escape of a YMCA hotel in Chicago. He had been looking down into the 175-foot drop at the right, intending to die because he had just learned he would have to wait until spring to enroll in mathematics and physics courses at the University of Chicago. But, because he could not control his fall, he landed on the car (*above*), then parked in the spot occupied (*in picture at right*) by the



light-colored auto at far left, bottom row. The car's springs and top somehow absorbed the lethal shock of the 15-ton force of Grekoff's body at impact. He bounced off alive, though his pelvis, back, left ankle and arm and several ribs were broken. Even his spectacles stayed on, but their lenses were shattered.



Material

Perfect Tuna Casserole

(A REAL TASTE FAVORITE)

A fast, easy-to-make dish you can be sure will be popular!

1 can (1¼ cups) Campbell's Cream of Mushroom Soup
½ cup milk
1 7-oz. can (1 cup) tuna, drained and coarsely flaked
1 cup cooked green peas, drained
1 cup crushed cheese crackers

Empty soup into a small casserole; add milk and mix thoroughly. Add tuna, peas and about three-fourths of the crackers; stir well. Sprinkle top with remaining crackers. Bake in a moderate oven (350° F.) for 20 minutes. 4 servings.



Whichever way you use it... it's DELICIOUS!



Fresh, cultivated mushrooms...blended with extra-heavy cream!



Not so long ago, this rich, luxury soup was to be had only in the finest homes, hotels, and restaurants. Today, as Campbell's make it, Cream of Mushroom Soup is a family favorite. Folks everywhere enjoy this all-purpose soup as soup... as a velvety sauce... and in creamed dishes. It's quick, sure, and perfectly delicious. Why don't *you* try it!



Campbell's CREAM OF MUSHROOM SOUP

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PRESENTING THE 1953 Cadillac

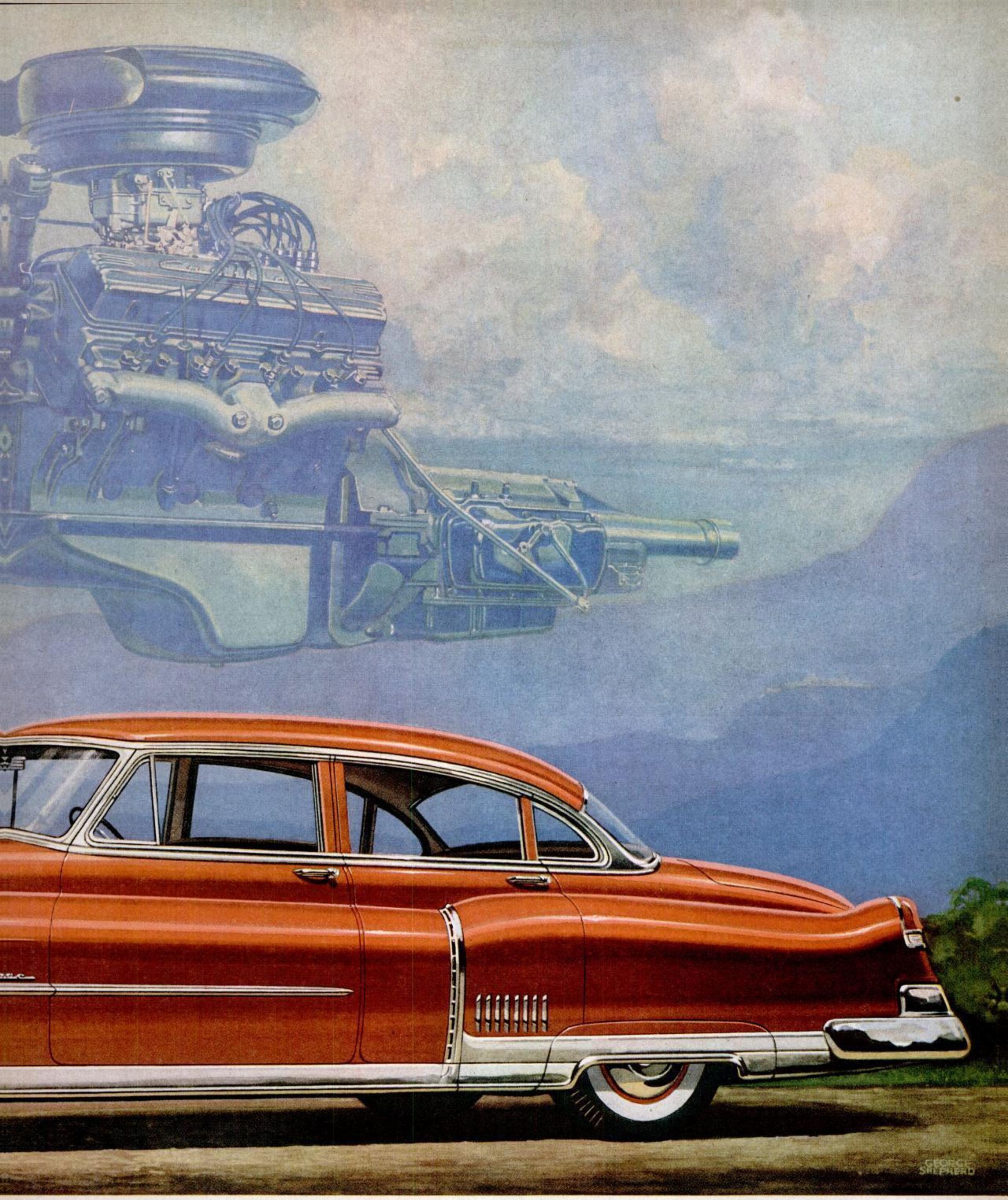


A GREAT NEW Standard of the World is now on display in our showrooms. It's the 1953 Cadillac —the latest triumph of Cadillac's engineering and styling genius. ¶ Its beauty alone would place this new motoring creation among Cadillac's all-time "greats"—for its innumerable exterior changes have made it simply breath-taking to behold. ¶ Its interiors, too, are dramatically new—offering the most beautiful fabrics and appointments ever available in a motor car. ¶ And for those who desire the ultimate comfort, a wonderful new Cadillac Air Conditioner is now available. ¶ But the heart of this new Cadillac's greatness lies in its performance—so extraordinary that it transcends any previous concept of how a motor car should act and handle. ¶ This magnificent performance comes from many sources. ¶ It comes from Cadillac's improved Hydra-Matic Drive—smoother, and more responsive and effortless than ever before. ¶ It comes from Cadillac's advanced Power Steering—so marvelous that turning and parking and steering become almost a response to your wish. ¶ And it comes—in even greater measure—from Cadillac's great new 210 h.p. engine . . . the dramatic climax of over 37 years of unduplicated experience in the design and construction of V-8 engines. ¶ We sincerely urge you to visit us at your earliest opportunity—to see and drive this great new Cadillac. ¶ It is offered in three new series—the beautiful "Sixty-Two," the luxurious "Sixty Special" and the distinguished "Seventy-Five." There is also Cadillac's extraordinary new sports convertible, the El Dorado. ¶ You will agree, we are sure, that in beauty, luxury and performance . . . these are the finest Cadillacs of all time!

YOUR CADILLAC DEALER

FIRST **V-8** *IN AMERICA*

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For Budweiser is beer at its best for a very good reason…it is brewed and aged by *the costliest process known* to give Budweiser the distinctive taste that has pleased more people, by far, *than any other beer in history.*

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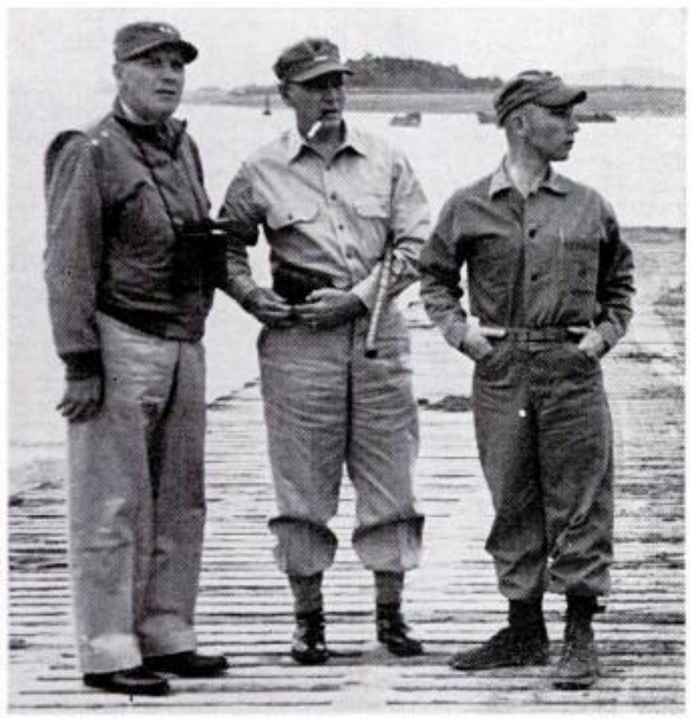
LIFE ON THE NEWSFRONTS OF THE WORLD

Truman warns Stalin, the Army gets a new song and Brazil witnesses a revolt of the commuters

President Truman's last State of the Union message was read to the 83rd Congress, while the President, breaking his custom of delivering messages in person, was having lunch with Missouri congressmen. The report announced the opening of a new era in the history of mankind with the explosion of a hydrogen bomb last Nov. 1 at Eniwetok, and warned Stalin, bluntly and by name, that if he went on believing Lenin's prophecy of inevitable war between Communism and capitalism, it would mean "ruin for your regime and your homeland."

Three days later the President submitted to Congress his budget for the 1954 fiscal year, calling for $78.6 billion in expenditures. Republican leaders promised to slash his figures by a good 10%.

Julius and Ethel Rosenberg, the convicted atom spies, appealed to President Truman for executive clemency. While Communists all over the world made a new propaganda uproar about the fancied anti-Semitism involved in the Rosenberg case, the Communist government in East Germany began a purge of "Zionists and Trotskyites" on the model of the recent Prague trials.



SHEPHERD (CENTER) WITH SWAGGER STICK

Marine Commandant General Lemuel Shepherd Jr. has decided that even a Marine officer's uniform could bear with some spruce-ing up. He has "authorized and encouraged" all male officers in the U.S. to carry swagger sticks when not bearing arms.

A kidney is grafted

Marius Renard, 16, was working in Paris on a construction job when he fell three stories from a ladder. The doctors found his right kidney had been crushed and operated to remove it. Then they discovered that Marius was one of the rare humans born with only a single kidney. His mother volunteered to give him one of hers, and with many misgivings the doctors cut out her right kidney and grafted it on her son's body. It is an operation that has been performed successfully on dogs, never on humans. Last week, after eight days, Marius was sitting up in bed, eating and drinking, but it will be weeks before doctors can be sure that the operation has worked. His mother was fine.

Bad news for European army



RENE MAYER

The outlook for a unified European army darkened during the week. The French had a new premier René Mayer, who succeeded in forming a government only by promising to insist on some changes in the agreement for a European army. Robert Schuman, foreign minister in the last eight cabinets and a symbol of Franco-German reconciliation, was replaced by ex-Premier Georges Bidault. The Bonn government too is dragging its feet on ratifying the European defense treaty, and Eisenhower sent a message to Chancellor Adenauer urging speed. But domestic pressures forced Adenauer too to demand "adjustments" before the Bundestag got around to its final vote on the matter.

The U.S. Army, looking for a song of its own to hold up against the Navy's Anchors Aweigh, *the Marines'* "*Halls of Montezuma,*" *the Air Force's* "*Wild Blue Yonder,*" *decided to try out a ditty called* The Army's Always There, *by Sam H. Stept, author of* That's My Weakness Now *and* Please Don't Talk About Me When I'm Gone. *The song has alternate verses for more or less genteel occasions. Soldiers shocked by the lines,* "*We may gripe and yell but we fight like hell,*" *can substitute,* "*But we'll fight, fight, fight—fight with all our might.*"

46,000 deserters

The Pentagon disclosed that 46,000 men have deserted from the U.S. Armed Forces since the Korean war, and only 35,000 have returned to duty, by their own will or that of the Military Police. In addition about 20,000 men a month are reported AWOL for one reason or another, mostly because they are on the brink of being sent overseas. Huge as these figures sound (the men out at any one time would add up to almost two divisions), the desertion rate is less than half what it was in World War II.

Mayor John V. Kenny of Jersey City blandly told the New Jersey Law Enforcement Council that he had ordered a stevedoring company off the municipal pier because its vice president had made statements "which I don't think were proper," to wit, that the company had spent $5,000 in 1950 entertaining the mayor and his commissioners.

The Society for the Prevention of Cruelty to Animals has hired a psychologist to provide free treatment for the neurotic dogs of Los Angeles.

Revolt of the commuters

A crowd of homegoing workers in Rio de Janeiro got impatient when the usual two-hour wait for their commuting train lengthened to three. Their feelings were exacerbated by summer heat and by the knowledge that they would never get seats in the train, in fact would be lucky to find a projection to hang onto. When the train at length arrived, they picked up ballast from the roadbed and stoned the cars as well as police trying to protect the train. A number of coaches were wrecked, twelve people were hospitalized, and no improvement of the commuting schedules is in sight.

Eisenhower appointed two Under Secretaries of State. One was Walter Bedell Smith, his old chief of staff and a former ambassador to the U.S.S.R., who is now head of the Central Intelligence Agency, and Donold Lourie once a great Princeton quarterback and now president of Quaker Oats.

Resignations from U.N.

David Weintraub and David Zablodowsky, the high U.N. functionaries named by Whittaker Chambers as members of a Communist ring in the 1930s, resigned "in order not to cause the United Nations any embarrassment."

Gerhardus Oosterwyck, 65 of Granville, Wis., lost his two-year fight to keep the authorities from tearing down his home as a fire and health menace. He hoisted an American flag upside down as a distress signal and stomped off his property clutching a copy of the Constitution while the junk and other belongings he had collected over the last 10 years were removed by city workers. "*Russian tactics,*" *he called it.*



SIGNAL OF DISTRESS IN WISCONSIN

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You're on the safe side when you—

Isn't it comforting to know that *whenever* you travel—alone or with the family—you're as safe in a Pullman as you are in your own home?

GO PULLMAN

COMFORTABLE, CONVENIENT AND SAFE

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AS YOUNG MATRON Mrs. Vanderbilt had to divide her time between Society and her two children, Grace and Cornelius Jr. Grace is married to Robert L. Stevens of Long Island; Cornelius is a writer and lecturer, who is now being divorced by his fifth wife.

THE QUEENLY KINGFISHER

Mrs. Cornelius Vanderbilt, America's collector of royalty, dies at 83

When Grace Wilson made her debut in New York in 1895, no one in Society raised a lorgnette or even an eyebrow. The Wilsons had money and Grace, who had bright hazel eyes and dark auburn hair, was both beautiful and charming. But her father, Richard T., had come only a few years before from the South, where he had started his fortune by selling blankets to the Confederate army. The Wilsons were *nouveau riche* compared to the Vanderbilts and Astors, who had become Society's hard and brittle upper crust.

The indifference only acted as a spur to Grace, who was ambitious as well as beautiful. To the horror of the Vanderbilts, she caught the eye and the heart of one of their most promising heirs, Cornelius Vanderbilt III, then a student at Yale and eight years her junior. Cornelius' father, William H., sent him to Europe to get him away from Grace, but she followed. Cornelius was ordered back to America, but Grace stuck to the trail. In 1896 the couple was secretly married, so infuriating William H. that he left his son a paltry $1.5 million of his $26 million.

With a fortune in her own name Grace brushed off the slight and proceeded to out-Vanderbilt the Vanderbilts, spending vast sums on entertaining and using her charm to attract the cream of European nobility. For a *Fêtes des Roses* she transported the entire cast of a Broadway musical to her summer home in Newport, R.I. and had thousands of American Beauties scattered over the floors. Grand Duke Boris of Russia, a guest at the party, could only exclaim, "Have I landed on an enchanted island? It is like walking on gold!" Grace's mother-in-law, who had previously snubbed her, had no choice now but to surrender. On Oct 13, 1907 she finally consented to meet the new "Mrs. Vanderbilt" socially.

Grace, over this hurdle, began to consolidate her position as queen-arbiter of Society and heir to the throne which had been held by Mrs. William Astor in the 1890s and Mrs. Stuyvesant Fish in the early 1900s. After she and her husband had taken over the pretentious 58-room mansion built on Fifth Avenue by his parents, she showed her good taste by throwing out bric-a-brac and converting the home into an elegant show place. Here, at her mansion in Newport and aboard the yacht *North Star*, she held court. So assiduous—and so successful—was she at collecting royalty that social rivals publicly dubbed her "The Kingfisher" while they privately envied her roster of guests—Kaiser Wilhelm, King Albert and Queen Elizabeth of Belgium, Edward VII, George V and George VI of England, Prince Henry of Prussia, the Duke and Duchess of Windsor. Invitations to Mrs. Vanderbilt's parties, particularly her Christmas reception, became more prized than jewels.

For five decades Mrs. Vanderbilt ruled over the "400" or that part of it which withstood the "great depression" and the "social revolution." Her husband, who preferred the sea to Society, died aboard his yacht, the *Ambassadress*, in 1942. Grace moved out of her mansion into a smaller home but continued to make her appearances at important social events. In 1949, her health failing, she went to the opening of the Metropolitan Opera for the last time —in a wheelchair. Last week, after being ill for three days with pneumonia, the Dowager Queen died at the estimated age of 83, leaving two children but no regal heirs to a society which now spelled itself with a small "s" and no longer seemed to want a queen.

CONTINUED ON PAGE 37



THERE may be snow or frost on the ground . . .

YOUR lawn may look dead to the world . . .

BUT deep down roots are stirring, waiting for nourishment.

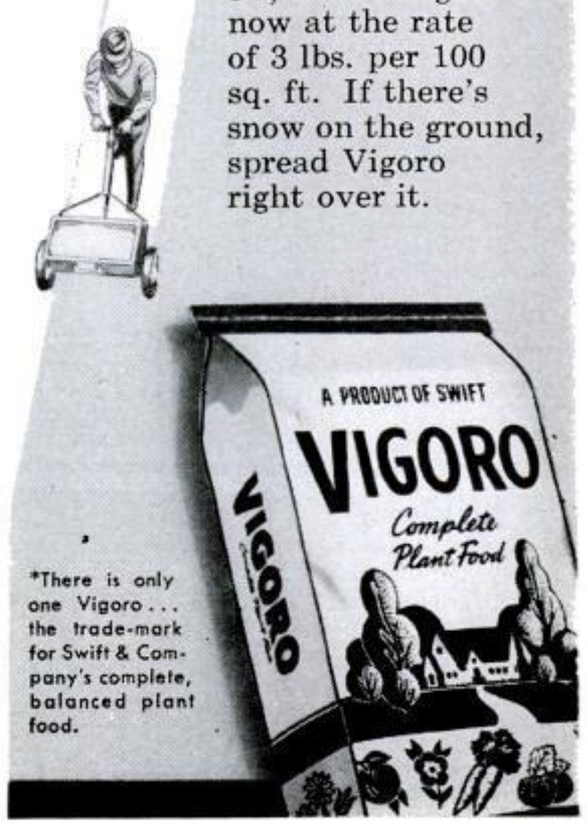
APPLIED now, Vigoro* will be soaked deep into the ground by thaws and rain . . .

. . . and start nourishing grass roots immediately.

VIGORO helps grass get off to a more vigorous start . . . and develop deep foraging roots . . .

. . . which means your lawn will "green up" faster—and *stay* thick and lovely.

SO, APPLY Vigoro now at the rate of 3 lbs. per 100 sq. ft. If there's snow on the ground, spread Vigoro right over it.



*There is only one Vigoro . . . the trade-mark for Swift & Company's complete, balanced plant food.

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De Luxe:
specially
elegant . . .
uncommon.

WEBSTER

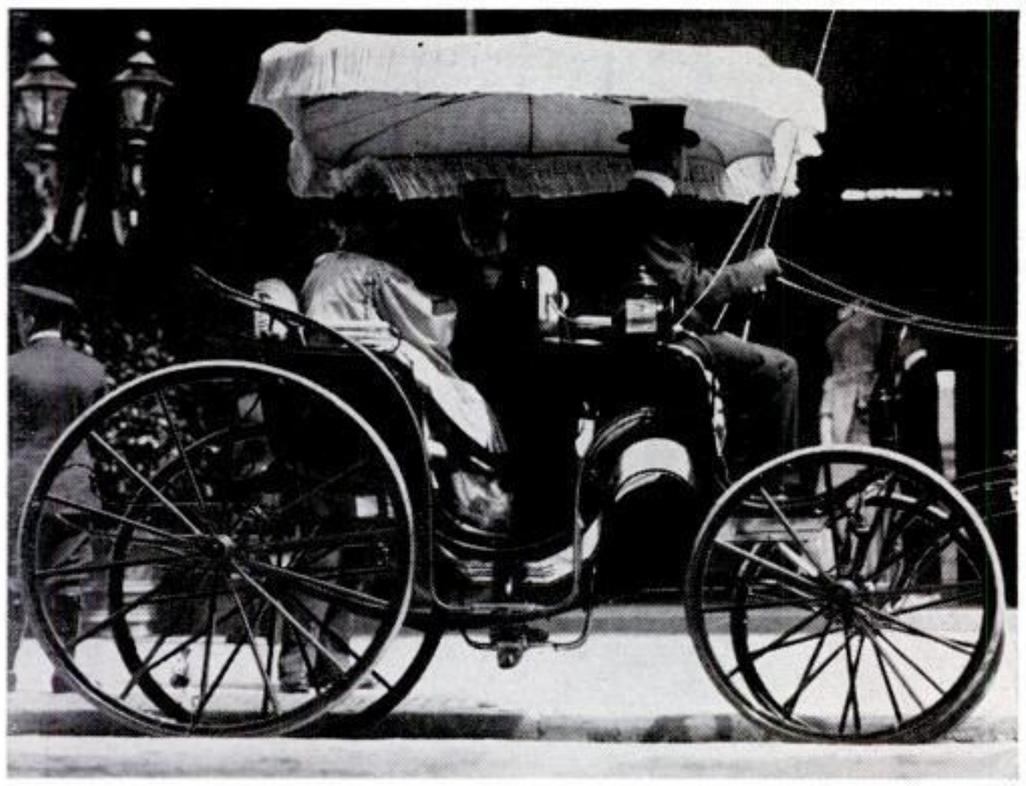
90.4 Proof

Walker's DeLuxe *is a straight Bourbon whiskey, elegant in taste,*

uncommonly good—a Hiram Walker whiskey. May we suggest it for you and your friends?

Hiram Walker & Sons Inc., Peoria, Ill.

Copyrighted material



SOCIAL BEACHHEAD for Grace was established by money-wise, white-whiskered father, here alighting from fancy carriage with his wife at Newport.



SOCIAL PRESTIGE came from husband, known as "The General" from World War I rank. Here he marches with his wife in an Easter parade in 1932.



SOCIAL POISE enabled her to make most of decor, like the fur-collared cape and jeweled headband which she wore at opening of the Met in 1938.

CONTINUED ON PAGE 40

WE'RE SWAMPED BY YOUR ORDERS FOR THE New DELTA SHOP

- It's built around a rugged, tilting arbor circular saw.
- It's a big capacity jointer, always ready for use.
- It's a complete drill press—does many other jobs in addition to drilling.
- It's a handy disk sander for sanding, buffing, grinding and polishing.

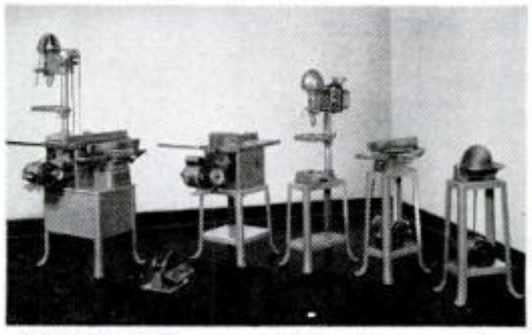


IF IT'S NOT IN YOUR DEALER'S STOCK ... IT WILL BE SOON!

You probably read about the new DELTASHOP in many leading national magazines. So have millions of others. Your response has been staggering. Our dealers have been swamped with orders. Now our initial high production runs have been exhausted. In many cases even dealers' floor models have been sold.

Delta factories are turning out DELTASHOPS at an accelerated rate. But we are still pressed to keep up with your demand. *And we won't sacrifice high Delta quality for the sake of quick sales.* So please be patient. Your Delta dealer either has or will shortly have the DELTASHOP to show you.

WAIT—DON'T BUY ANY OTHER COMBINATION TOOL UNTIL YOU HAVE SEEN THE REVOLUTIONARY DELTASHOP



EXTRA STANDS are available when you wish to expand your DELTASHOP (extreme left). Simply separate the four basic tools on the DELTASHOP and bolt them permanently to individual bases.

See this remarkable 3 foot square one motor combination of genuine Delta power tools before you decide on anything less. It is the only combination tool that is really practical—the only one that is made up of individual tools—not attachments. You will be glad you waited a short time. And remember you can buy the DELTASHOP complete with metal stand for only $209.95*. Easy payment plan is available from your dealer.

**Motor and motor accessories extra.*

DELTA MILWAUKEE® DELTA QUALITY MAKES THE DIFFERENCE

DELTA QUALITY POWER TOOLS

Another Product by ROCKWELL

698A N. Lexington Avenue, Pittsburgh 8, Penna.

Copyrighted material

Now for '53... for the 8th straight RCA VICTOR brings

America's largest selling television now 5 ways finer!



At your dealer's see the complete new RCA Victor Television line...



17" Hanley
17T310
$259.95



21" Kerby
21T303, $259.95
Base extra



21" Jeffrey
21T313
$329.50



21" Prentiss
21T314
$359.50



21" Deauville
21T315
$379.50



21" Dobson
21T322
$399.50



21" Lexington
21T323
$429.50



21" Stockton
21T324
$429.50



21" Lawrence
TV-radio-phono combination
21T342
$525.00

See the RCA Victor Show starring Dennis Day over NBC Television, Friday, 8:00 p.m., EST.

For More Comfort . . . Better Health . . . Better Living—Get RCA Room Air Conditioning.

Prices shown are suggested list prices, subject to change without notice. Slightly higher in Far West and South.

Every year more people buy

Copyrighted material

year
you the big advances in television!

1. New, improved "Magic Monitor" circuit system



An RCA Victor exclusive! More sensitive, more efficient than ever, this electronic system brings in the finest TV pictures possible—and *holds* them at their finest—AUTOMATICALLY!

—*automatically* screens out interference from cars, planes, electrical equipment

—*automatically* steps up power when necessary

—*automatically* tunes in best sound with best picture

2. Improved "Deep Image" picture tube

Has *micro-sharp* electron beam plus a phosphor screen so *superfine* it's coated with *billions* of tiny crystals . . . gives you fine-grain, *deep-image* pictures.

3. New long-distance reception

Steps up picture performance in far-out fringe areas. Greatly increases sound sensitivity—gives you finer listening through the famous RCA Victor "Golden Throat" tone system.



4. New, automatic UHF-VHF tuner

Advanced, *automatic* all-channel tuner is built-in—can receive *all* stations in any area with *finest* performance possible. Has *twice the sensitivity* of many other UHF tuners. *Every* set takes full advantage of the Government's Federal Communications Commission plan for UHF. (Tuner optional at extra cost.)

The 17-inch Wayne. Two controls are all you need to tune in television's *finest* pictures . . . the new, *improved* "Magic Monitor" circuit system *automatically* does the rest. Gleaming maroon finish. 17T301.

$199.95 *Matching stand, not shown, at slight extra cost.*

5. New, wider range of cabinets

More styles than ever before in RCA Victor history . . . Modern, Contemporary, Colonial, Provincial, Regency, Empire. Finishes include mahogany, limed oak, walnut, maple and cherry. And screens have matching "picture frames" for easier viewing. No wonder RCA Victor is the favorite for cabinetry!

Never before has even RCA Victor had so much to offer you. These magnificent new sets give you *five* great new *future features* . . . PLUS all the famous features that have made RCA Victor the most-*wanted*, most-*owned* set *every year since television began!*

Famous "Golden Throat" tone system—precision balance of amplifier, speaker and cabinet in *every RCA Victor set*. Phono-jack for "Victrola" record changer.

Matchless experience in every phase of television. RCA has led the way in research and manufacturing, not only of TV receivers but also of TV cameras, tubes, transmitters and the thousands of other electronic marvels that make television possible.

To bring you more and better television, RCA built and operated the first regularly scheduled UHF television station, *as a service to the industry*.

Sensible prices! RCA Victor prices always *include* Federal Excise Tax and a full-year warranty on the picture tube. There's no extra charge for luxurious mahogany finish on all wood cabinet models.

The ONLY nationwide Factory Service.



Complete installation and service by electronic experts of the nationwide RCA Service Company. Available *only* to RCA Victor owners. Ask your dealer about RCA Victor Factory-Service contracts.

Whether you're buying your first TV set or replacing a small-screen "veteran"—you'll find the right set for you at your RCA Victor dealer's. See them today!

and for the ultimate in quality—RCA Victor Television Deluxe



21″ Cabot
21D305
$350.00



21″ Merritt
21D317
$395.00



21″ Staunton
21D326
$465.00



21″ Yorktown
21D327
$495.00



21″ Southbridge
21D329
$495.00



21″ Kenbridge
21D328
$525.00



21″ Clermont
21D330
$525.00



21″ Rutherford
TV-radio-phono combination
21D346
$795.00



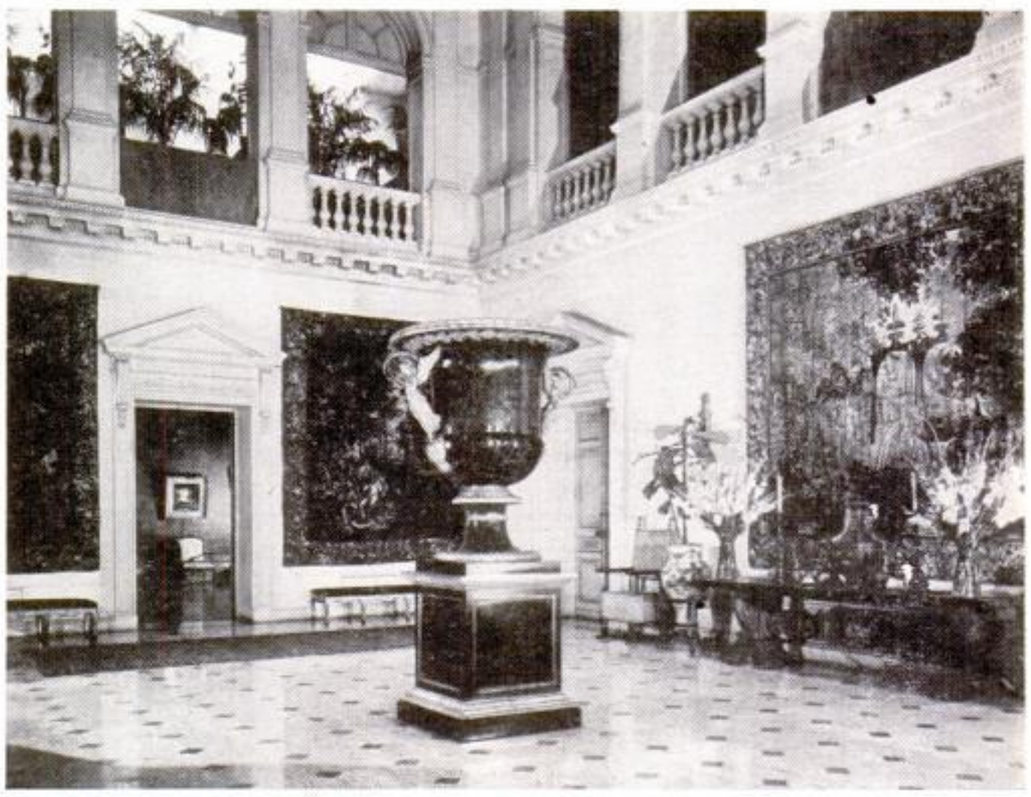
27″ Nassau
27D331
$650.00

RCA VICTOR than any other television

Tmks. ® Division of Radio Corporation of America

"HIS MASTER'S VOICE"

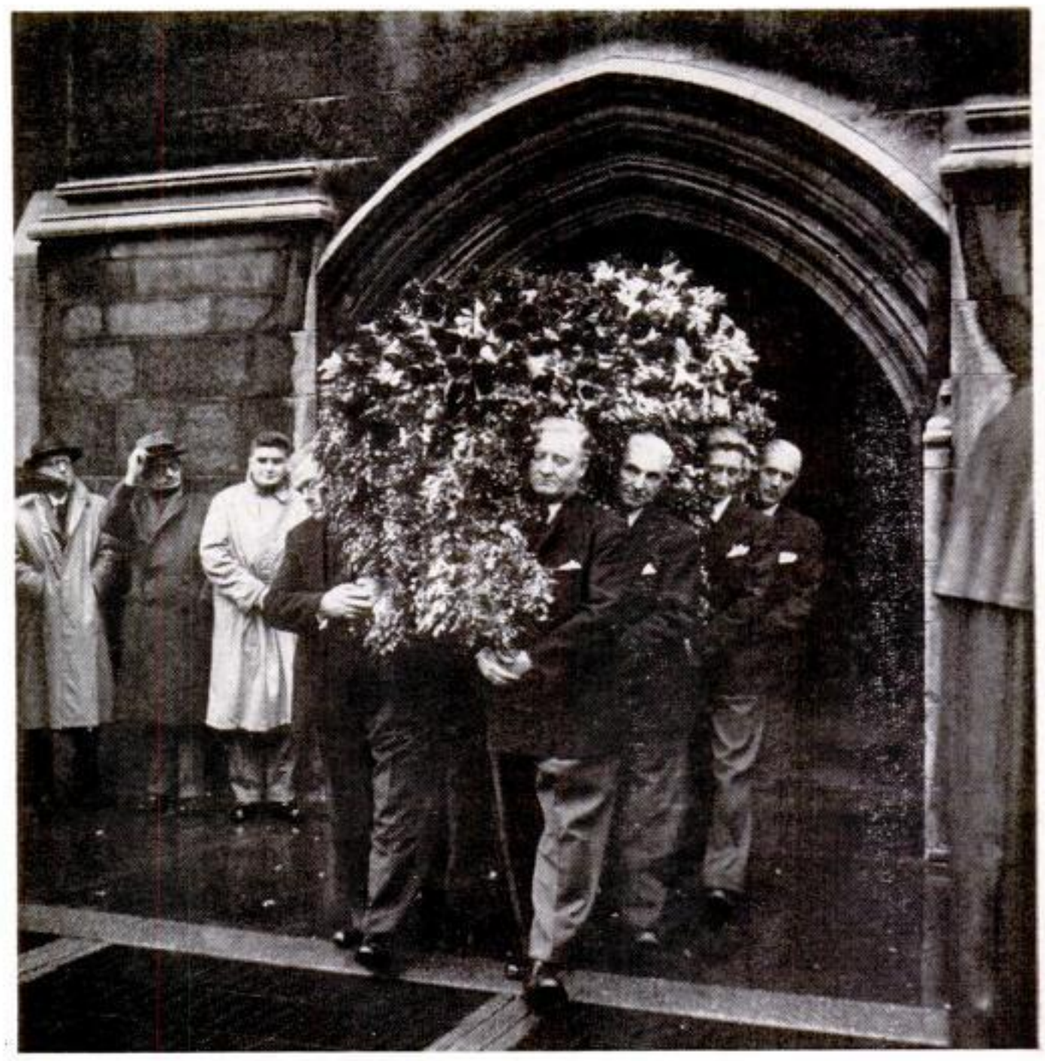
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HER PALACE on Fifth Avenue was built around a richly furnished Great Hall. Twin of the 8-foot malachite vase belonged to Czar Nicholas of Russia.



A PIECE OF HER MIND was given Andrei Gromyko. She entertained him at a luncheon, warned that she would see Stalin herself if Reds didn't behave.



HER FUNERAL was held at St. Thomas' Episcopal Church, on Fifth Avenue, two blocks from site of her mansion and the scene of her social triumphs.

Advertisement



Dandruff on shoulders is excessive dandruff . . . a sign your scalp needs care.

DANDRUFF

Why it may be "the beginning of baldness"...

We don't claim miracles. We can't *prevent* baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists, while differing in their views as to causes of baldness, say that the condition symptomized by excessive dandruff *does* frequently lead to baldness.



1st STAGE: Spores of Malassez

Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez*—also known as *Pityrosporum Ovale*. In most men who have it, seborrhea progresses through three stages:

1. Dry white scales flake off your scalp, drop to your shoulders.

2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die.

3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often *baldness*.

A scalp hygiene program: the Kreml Method

Watch your general health; if you're "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care*. Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:



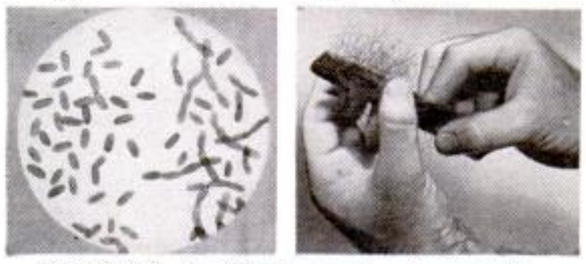
2nd STAGE: Bacilli shown may be present.

TODAY, get a bottle of Kreml Hair Tonic. And make sure you have a good shampoo on hand. **TONIGHT**, start the Kreml Method of treatment. Shake Kreml Hair Tonic *generously* on to your head. Massage your scalp vigorously.

Next, apply shampoo. Work up a thick lather—*without putting any water on your head*. Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair in place.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it in—comb hair in place. Kreml Hair Tonic contains *just enough* oil to hold your hair the way you like it. There's no greasy, plastered-down appearance.

Improvement in condition of hair and scalp should come quickly. In more stubborn cases, repeat the Kreml-and-shampoo treatment again.



3rd STAGE: Bacilli shown may be present. Hair growth may be affected.

Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But certain ingredients of Kreml Hair Tonic DO inhibit the growth of bacilli and of the Spores of Malassez. The Kreml Method is not offered as a substitute for the services of a dermatologist—but it *has* helped thousands of men. Letters tell us so!

Money-back offer. Try the Kreml Method faithfully, and, if you are not entirely satisfied, write the J. B. Williams Company, Glastonbury, Conn. Enclose Kreml label—tell us what you paid—and we will gladly refund your money.

Get Kreml Hair Tonic today. And we recommend our Kreml Shampoo. See how quickly the Kreml Method makes your head *feel* better and *look* better!

The J. B. Williams Company

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Heads Up!

FOR A NEW "ROCKET"!



OLDSMOBILE

launches a new higher-power, higher-compression, higher-voltage "Rocket" Engine for 1953

Meet the new "Ruling Power of the Road"—latest and greatest version of the most famous engine in automobile history. It's Oldsmobile's "Rocket" —proved by over a million owners in billions of miles of driving—and look what's happened for 1953! Horsepower has been boosted to 165 . . . compression ratio raised to 8 to 1 . . . ignition capacity increased through a new 12-volt electrical system. Try the *new* "Rocket" in the 1953 Super "88" (shown on next page) or the gorgeous Classic Ninety-Eight Oldsmobile.

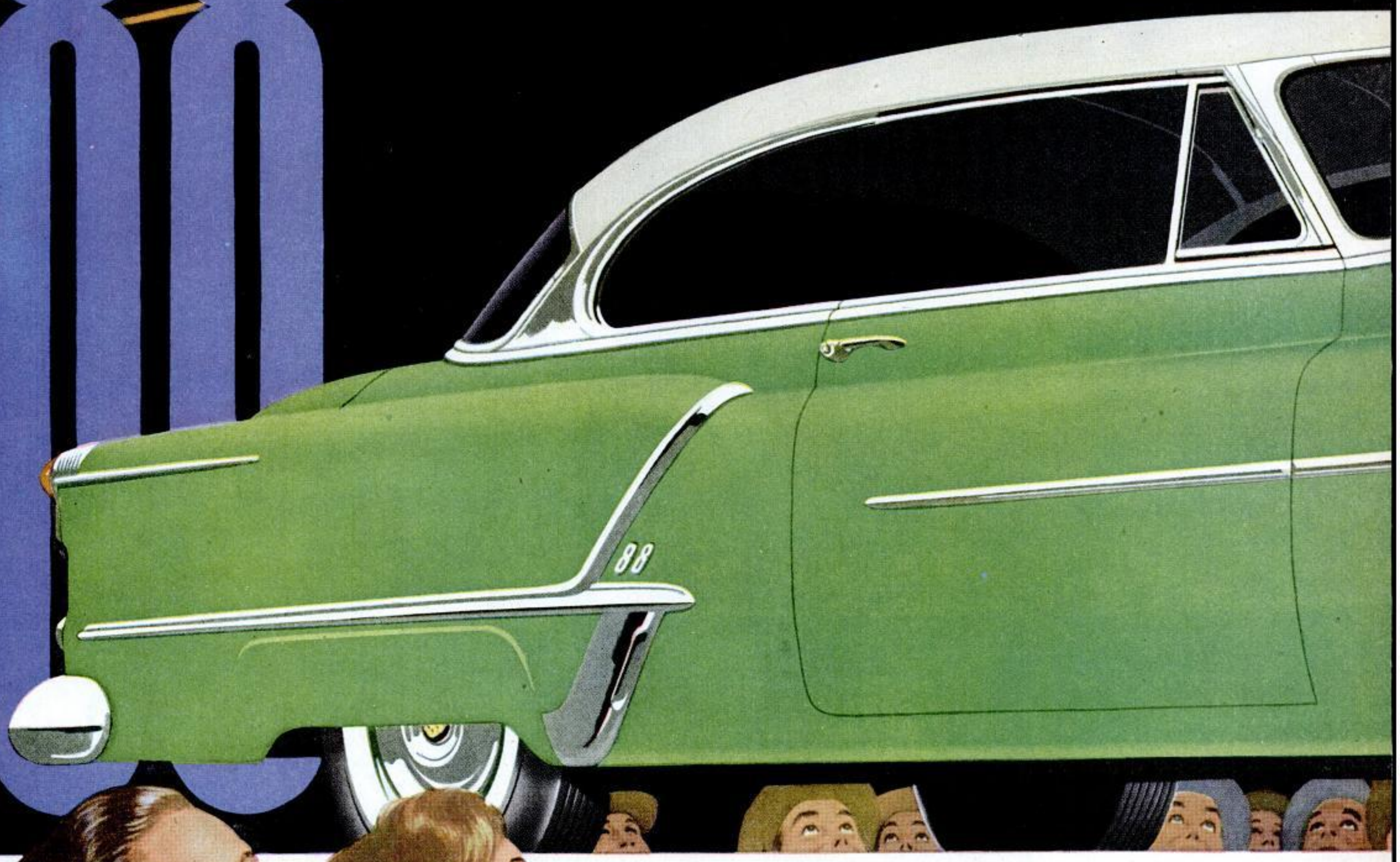
See next page

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88

Heads Up! FOR '53...

HERE COMES OLDS





See previous page for details on new "Rocket" Engine.

THE BIG "FEATURE CAR" OF THE YEAR

*with New Power Brakes,**
*Power Steering,**
and Power Styling, too !

Copyrighted material

MOBILE!

**Optional at extra cost. Car illustrated above: Oldsmobile Super "88" Holiday Coupé. New Classic Ninety-Eight also now on display at your dealer's.*



This is the car you've been waiting for . . . the "power" car of the year! It's *Oldsmobile*—the *sensational, all-new Super "88" Oldsmobile*—most beautiful, most powerful ever built! Here's the car that's packed with more "power" features than you've ever seen in any automobile! New "Rocket" Engine—a higher-power, higher-compression, higher-voltage "Rocket" Engine for dazzling new "Rocket" action!



New Pedal-Ease Power Brakes* for quicker, surer stopping power! New Power-Ride Chassis—more rigid, more rugged for a smoother, softer ride! Power Steering* for safer, easier parking, turning, maneuvering! New Power Styling with a new long, level fender line—bold new front end—brilliant new chrome trim! All in all, it's the "Big Feature" car of the year . . . Oldsmobile's superb new SUPER "88" for 1953!



Copyrighted material



Deliciously yours!

P.S. Hunt – for the best. See your grocer's ads and look in his store for the low price!

Guaranteed by Good Housekeeping

Copyright 1952, Hunt Foods, Inc., Fullerton, Calif.

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FASHION

Show-off Pants

Skirts cover but do not conceal them from public view

Having caught on for stylish lounging at home, fancy pants are now making their appearance in public in both Paris and the U.S. Usually made in prints or wild colors, they are worn beneath deceptive dresses which look normal except that their skirts, slit to the waist or cut in whirling fullness, show off slim knee-length pants when the wearer walks, sits or sprawls. They attract attention in direct ratio to the flip of the wearer's hip.

The outfits are now appearing in resorts at small cocktail parties and by summertime may become accepted for street wear. They are available in silk, cotton and even satin, can be varied simply by buying an extra pair of pants. A highly comfortable style, its designers squelch skeptics by pointing out that this contemporary adaptation of the pantalet is more logical than last year's revival of the crinoline petticoat. Basically a replacement for the slip, these showy pants allow the wearer to upstage everyone in the room and have the extra, unique advantage of letting a lady stand on her head while still remaining a lady.



PARIS VERSION by Jacques Helm is made of black satin, has mink cuffs on its pants.

TOP ($12.95), SKIRT ($22.95) AND PANTS ($17.95, LOTTE OF DREWYN) ARE MADE OF SILK. TO SEE WHAT ELSE CAN BE DONE IN THIS OUTFIT, SEE PAGE 48



CONTINUED ON NEXT PAGE

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*THE MILLIONS WHO BUY COFFEE AT A&P CAN CHOOSE FROM ALL THE LEADING, NATIONALLY-KNOWN COFFEES . . . YET

9 out of 10 like A&P Coffee BEST!

(MAYBE YOU'RE MISSING SOMETHING!)



FINER!

Of all the leading, nationally-known coffees, only A&P Coffee offers you 7 grinds!

Experts agree that only coffee that's ground right gives you maximum goodness. Yet most coffees offer only one or two take-it-or-leave-it grinds. *A&P Coffee offers you 7 different grinds!* One is sure to be exactly right for *your* coffeemaker. Naturally, superb Custom Ground A&P Coffee gives you finer flavor!

FRESHER AND BETTER, TOO!

A&P Coffee offers you two more "extras" not found in any other nationally-known coffee: (1) Roaster-fresh, *in-the-bean* coffee . . . ground only when you buy. (2) A choice of *three* blends . . . one will suit *your* taste exactly. Change to A&P Coffee, and see for yourself!

OF ALL THE NATIONALLY-KNOWN COFFEES OF LIKE HIGH QUALITY, ONLY A&P COFFEE CAN SAVE YOU UP TO 12¢ A POUND!



A&P

A&P COFFEE

The coffee of magnificent flavor

*Based on a continuing sales survey, an average of 91.4% of all regular coffee sold by A&P is A&P Coffee.

A&P COFFEE IS TYPICAL OF THE HUNDREDS OF MONEY-SAVING, QUALITY FOODS AT YOUR FRIENDLY A&P!

SHOW-OFF PANTS CONTINUED



STRIPED PANTS which tie at knee ($4.95) are worn with a cotton blouse ($7.95) and skirt ($8.95, all Beacon Hill) which can be buttoned in front.



PLAIN PANTS are worn under printed sheath which has 26½-inch slits in skirt ($59.95, B. H. Wragge). Outfit is vaguely reminiscent of Oriental dress.

CONTINUED ON PAGE 48

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COMING!

WORLD'S FIRST AND ONLY REFRIGERATOR THAT

Makes Ice Cubes without trays

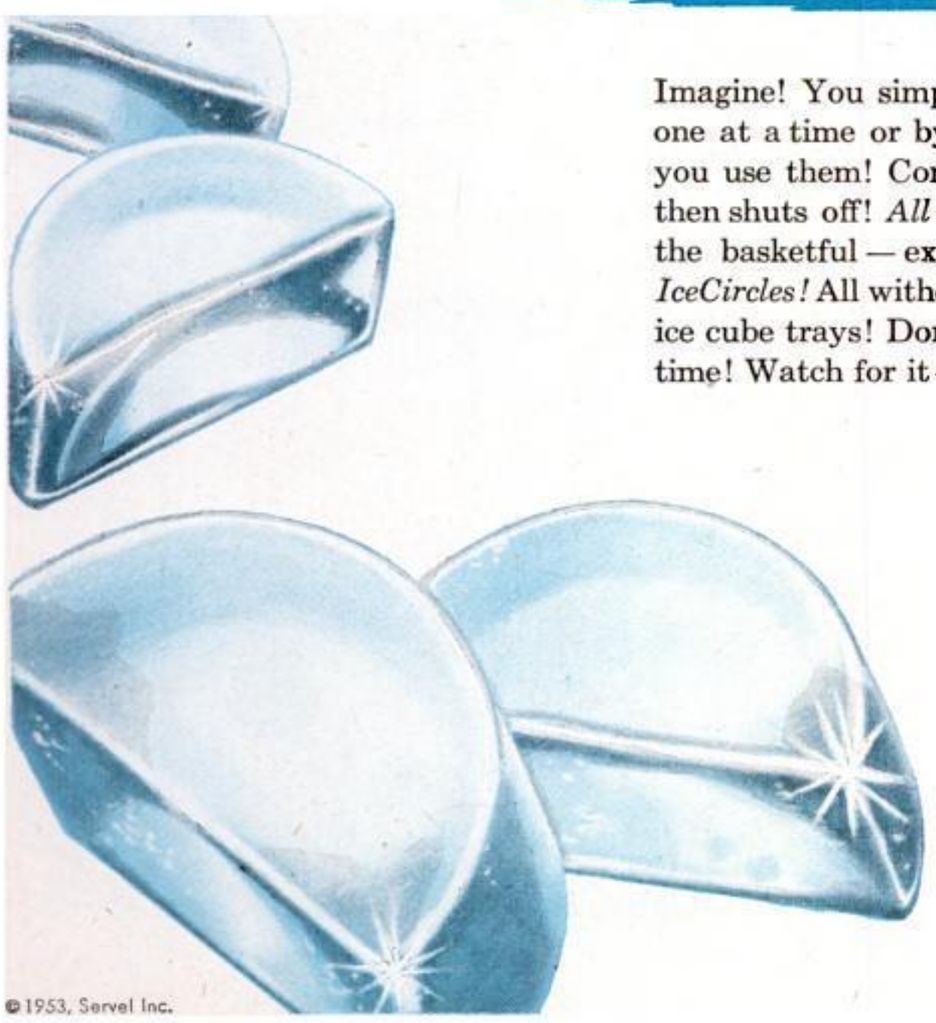


—and puts 'em in a basket

—AUTOMATICALLY!



Imagine! You simply reach in and pick out the cubes—one at a time or by the handful! Servel replaces them as you use them! Constantly *refills* your ice cube supply—then shuts off! *All automatically!* You'll have ice cubes by the basketful—extra big, extra cold, extra long-lasting *IceCircles!* All without the mess and muss of old-fashioned ice cube trays! Don't miss this refrigerator marvel of our time! Watch for it—at Servel Dealers *soon!*



NEW!
Hermetically-sealed ELECTRIC COMPRESSION MODELS, TOO!

Servel

AUTOMATIC ICE-MAKER REFRIGERATORS

GAS or ELECTRIC

Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario

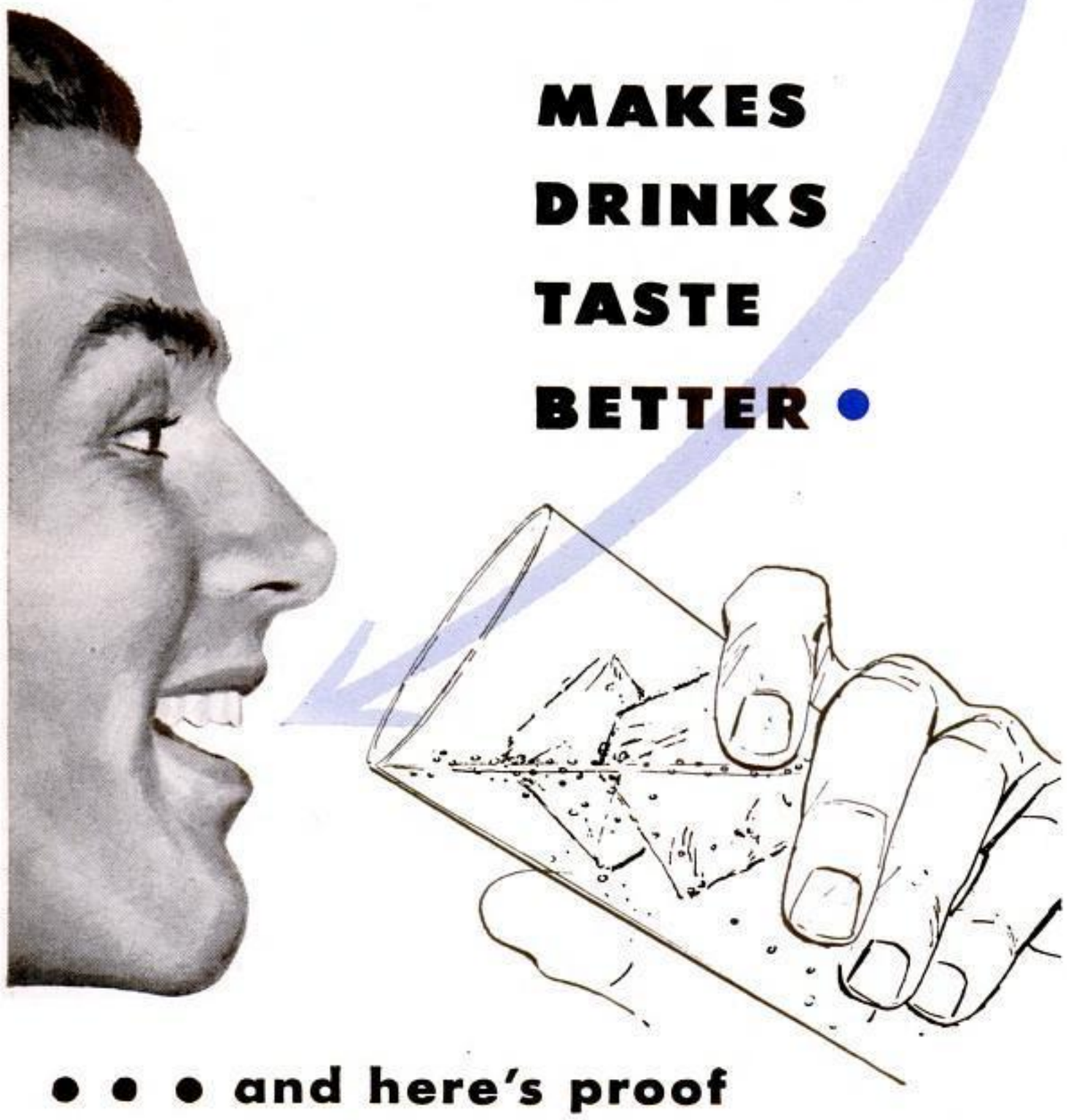
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TASTE TELLS!

Sparkling

CANADA DRY WATER



MAKES DRINKS TASTE BETTER •

• • • and here's proof

Over 900,000,000

highballs were made with Canada Dry Water last year

because it's the only club soda with

Blend-ability





Blend-ability is the unique ability of Canada Dry Water to *point up* the flavor of a drink...to make every kind of drink taste better, sparkle longer. It is the result of these Canada Dry exclusives:

Exclusive "Pin-Point Carbonation"

Exclusive "Flavor-Balanced Formula"



INVERTED VIEW of outfit on page 45 looks equally stylish. Since only three women in 100 can stand on their heads, feature may have limited appeal.

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Just a moment, girls!

Pretty soon telephone operators will take over here... but *not* until these men finish what they're doing.

For these are Western Electric people... some of our staff of 17,500 installers... finishing up a new Western Electric switchboard for a dial central office before it's put into service by your Bell telephone company. This is part of our job as the manufacturing unit of the Bell System ...helping to provide more and better telephone service for America. We've been doing it now for over 70 years.

Today, in addition to regular telephone duties, we're also working directly for Uncle Sam... making radar fire control systems for guns, radar bombing systems for planes, electronic control and firing systems for guided missiles and special communications equipment for the Armed Forces. With us it's full speed ahead on both jobs!

Western Electric

A UNIT OF THE BELL SYSTEM SINCE 1882

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Lorraine Cherry

...spoon to your heart's content!



Lady Borden

Borden's finest...and the finest of all ice creams

Now.. only in Lady Borden.. Lorraine Cherry, a rich creamy ice cream.. juicy with big, beautiful, black cherries, the sweetest of them all...

P.S. Look for Lorraine Cherry in the round Burgundy carton, like vanilla, chocolate, strawberry.. and all the other fine Lady Borden flavors.





All aboard! All a-Borden's! Get Lady Borden Ice Cream on Elsie's Good Food Line!

Borden foods must be good—folks buy more food packages carrying the Borden brand name than any other in the world.

©The Borden Company

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'MARY, WHAT ARE YOU SAYING?'



THE VOICE OF MALICE, MARY TILFORD'S, WHISPERS LIES ABOUT TWO INNOCENT WOMEN TO GRANDMOTHER, WHO AT FIRST CANNOT BELIEVE MARY'S WORDS

THE EVILS OF SLANDER STILL PUT STING INTO 'THE CHILDREN'S HOUR'

Eighteen years ago Broadway was stunned by a new play by a new playwright, *The Children's Hour*, which launched the career of Dramatist Lillian Hellman and became a famous U.S. stage work. Last month, in its first revival, *The Children's Hour* struck again on Broadway and still rang out powerfully.

Based on the actual case of two Scottish schoolmarms whose lives in 1809 were ruined by gossip, *The Children's Hour* is set in an American girls' school. The villain of the piece is a nasty little girl named Mary Tilford, played shockingly well by 14-year-old Iris Mann, who hates two young women who run the school. Into the ear of her wealthy grandmother Mary pours a venomous and wholly fictitious story about the "unnatural affection" between the two young women. The horrified grandmother, feeling the school is no fit place for children, spreads the scandal and ruins the lives of the two young women. To today's audiences, who in the past 18 years have grown more familiar with the facts of abnormal psychology, the play may sometimes seem a little less shocking than it once did and a bit too blackly melodramatic. But as an exposure of the evils of character assassination, which are always at large, the play is remarkably timeless and valid.

CONTINUED ON PAGE 54

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Entrancing Entrance...

AT NEW YORK'S WALDORF-ASTORIA — all over America—it's new-car time.

And as the 1953 automotive creations make their entrance—many car owners will use a familiar device to guide their choice — the Body by Fisher emblem.

For to them that insignia means "the best body built."

And for several reasons—beauty of design, perfection of appointments — and the carefully engineered construction which enhances comfort and safety.

So, in making your own selection, remember that only five cars—those favored five: Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac—give you in 1953, as always, the added luxury of Body by Fisher.

GENERAL MOTORS presents the
GM MOTORAMA of 1953
Waldorf-Astoria, New York
JANUARY 17th through JANUARY 23rd

Body by *Fisher*

Exclusively Yours On the five General Motors Cars:
CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC



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OH, MISTER! DO YOU CALL THIS A PARTY?



NEXT TIME SERVE KING —IT'S THE BLEND THAT TASTES THE BEST!



FOR SMOOTHER, MILDER, LIGHTER DRINKS STEP UP TO THE KING OF BLENDS!

BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.



MENDACIOUS MARY (*right*), sticking out her tongue, hoodwinks stupid teacher by saying she picked flowers for her which she really found in garbage can. By more serious lies, Mary goes on to wreck two other teachers' lives.



VICTORIOUS MARY, whose crossed arms betoken a childhood oath, blackmails schoolmate into swearing she saw the two teachers misbehaving. Teachers, grandmother (Katherine Emmet) and a family doctor watch, appalled.



WORRIED FIANCÉ of one teacher (Kim Hunter) asks if there is any truth in lies, which almost end engagement.



KNEELING VICTIM (Patricia Neal) admits she may unknowingly have been in love with friend, then kills self.

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Kodak
TRADE-MARK

Family fun — to store up
for the years...

No snapshot chance knocks twice

Those wonderful scenes that touch your heart never quite repeat themselves. But if you snap them, they're yours to enjoy over and over.

It's easy if you always keep your camera ready, loaded with Kodak Film.

Eastman Kodak Company, Rochester 4, N. Y.



At your dealer's—dependable Kodak and Brownie Cameras for indoor and outdoor snapshots.

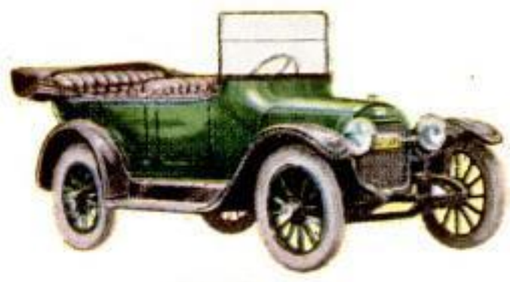
For black-and-white snapshots, Kodak Verichrome Film.
For full-color snapshots, Kodacolor Film.



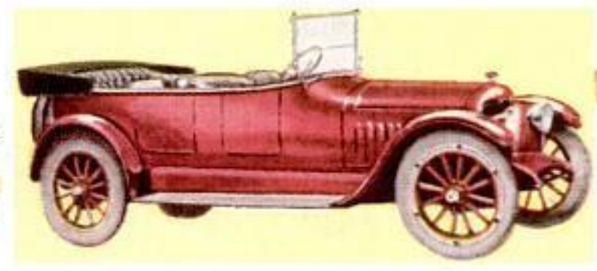
Send a snapshot with every letter

Again...

one of the most remarkable votes of public confidence in the history of American industry



1915



1916



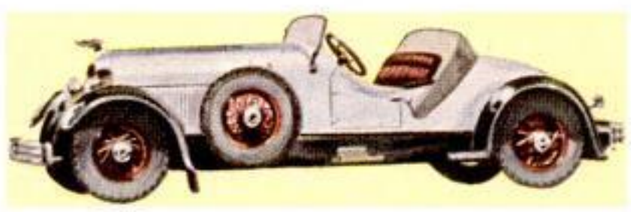
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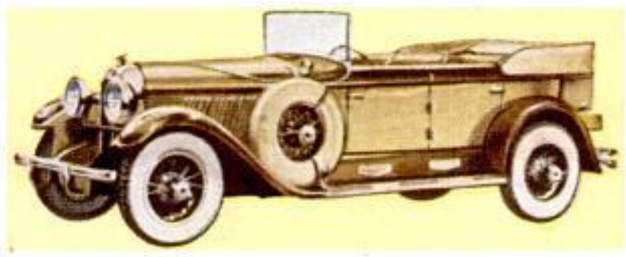
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1934



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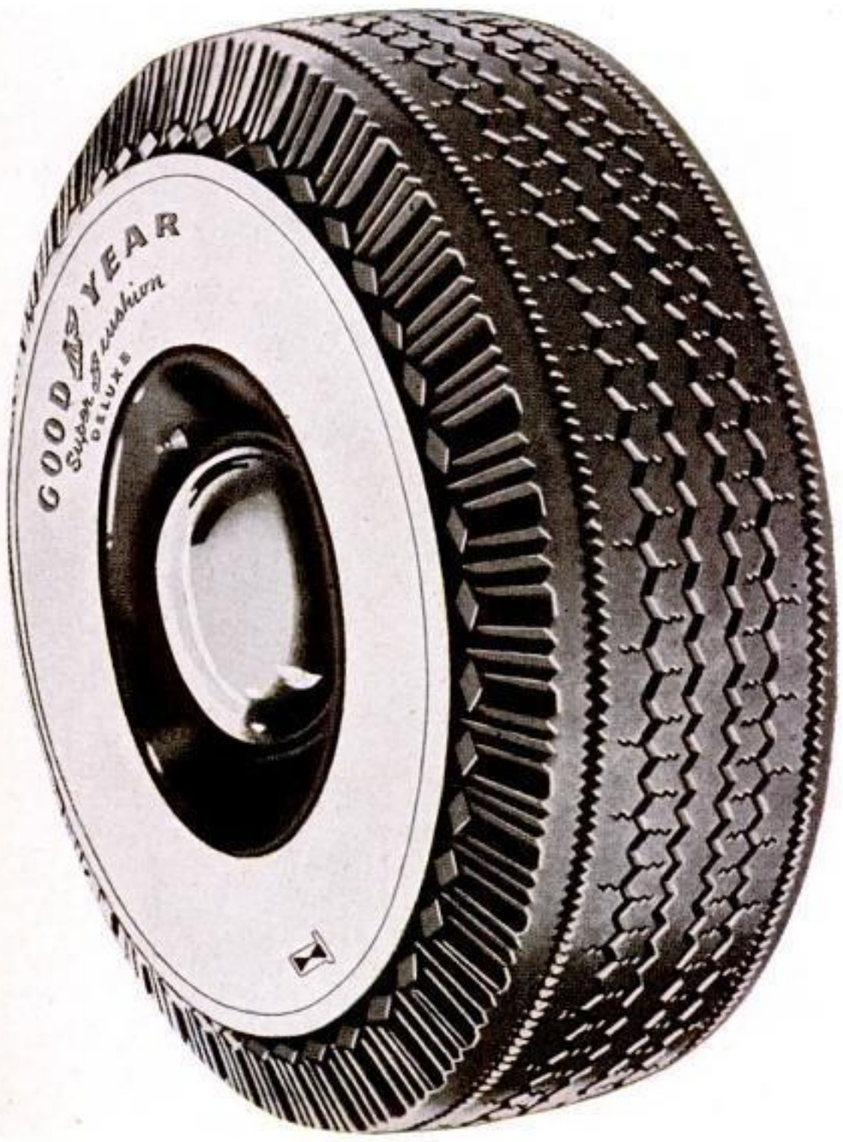
1946



1947



1948



THE SUPER-CUSHION by Goodyear is just one example of Goodyear leadership. Car makers put more Super-Cushions on the new cars than any other tire. Car owners buy more Super-Cushions than any other low-pressure tire. They know you can't beat Goodyear for safety, comfort and mileage.

Again in 1953... as

MORE PEOPLE RIDE ON

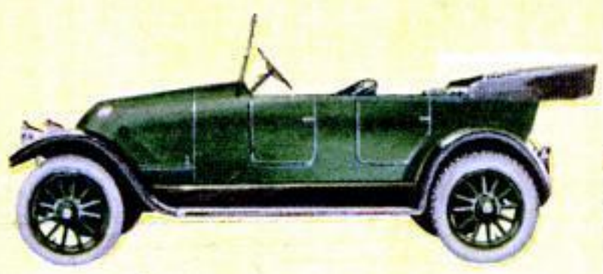
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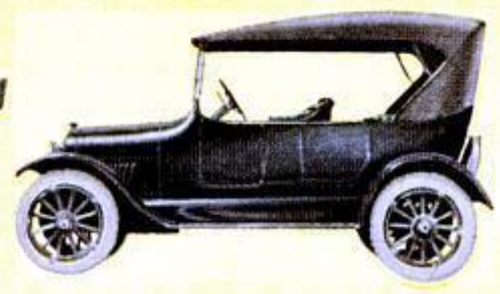




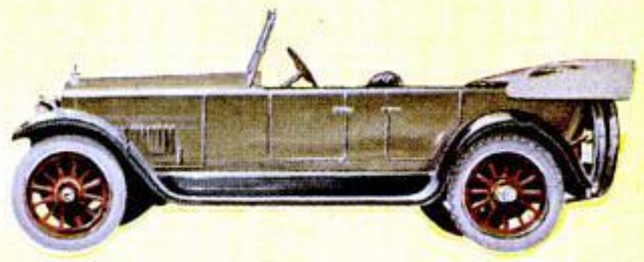
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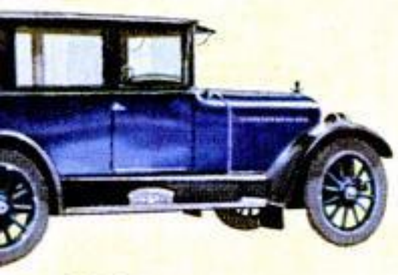
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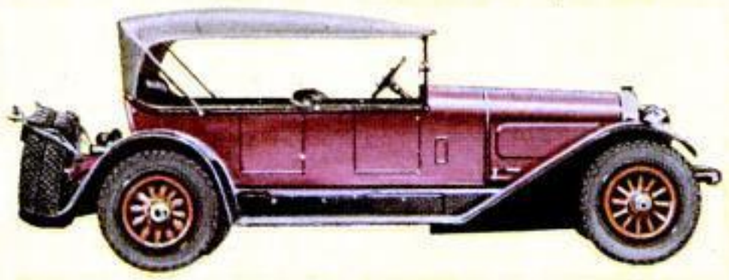
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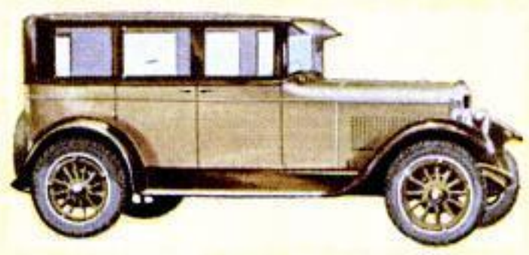
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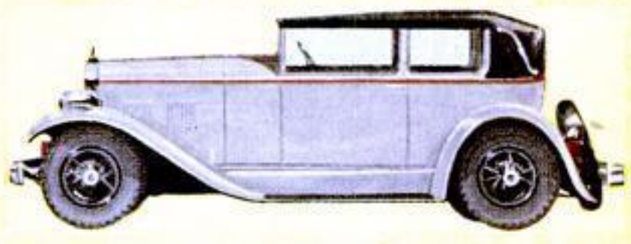
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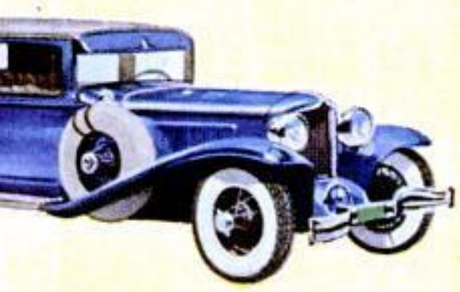
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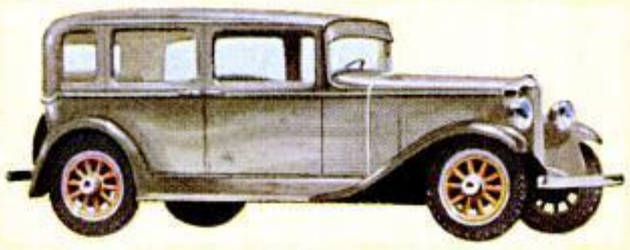
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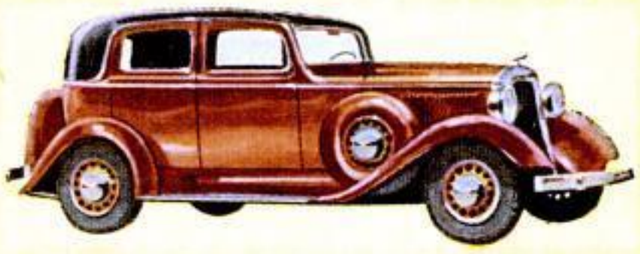
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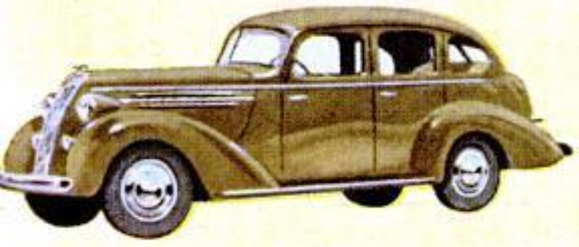
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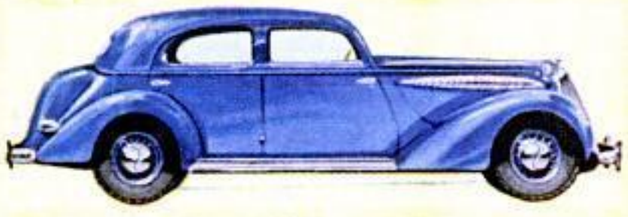
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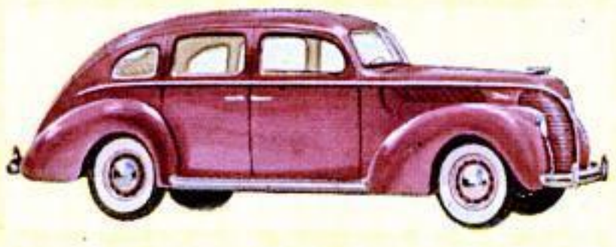
1933



1936



1937



1938



1939



1942



1943



1944



1945





1949



1950



1951



1952

n every single year for the last 38 years:

GOODYEAR TIRES THAN ON ANY OTHER KIND

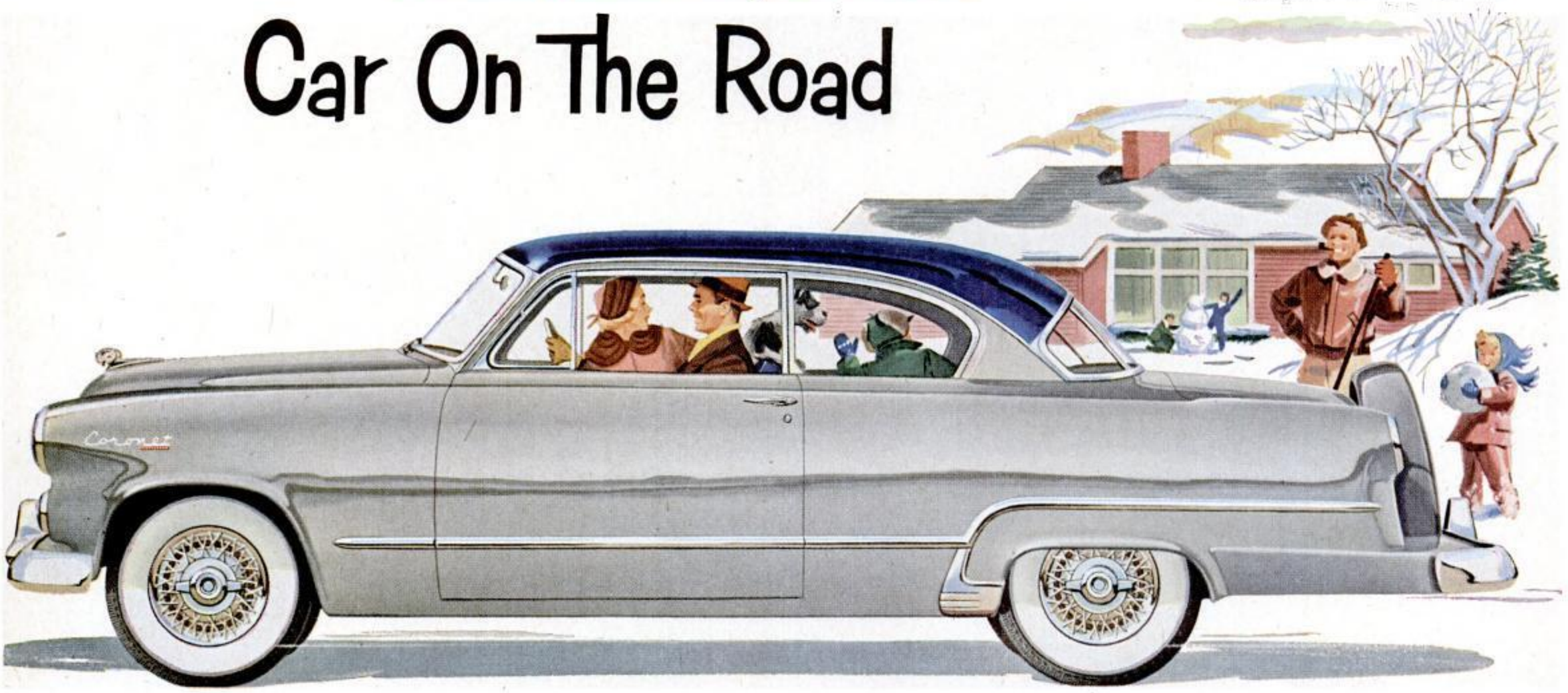
OD YEAR

America needs better, safer roads.
Let's bring them up to PAR.

Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio

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Most Completely New Car On The Road



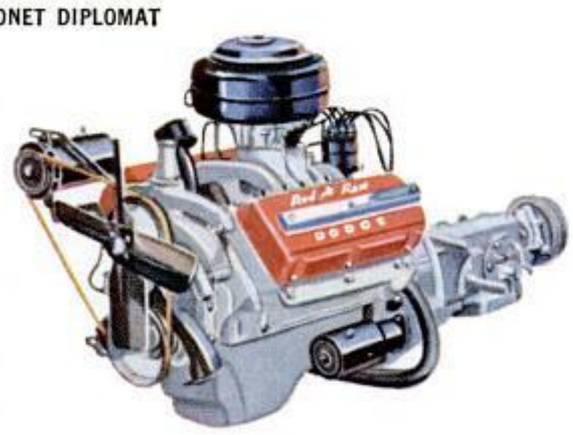
DODGE V-EIGHT CORONET DIPLOMAT

All new, distinctively new, with a promise of *action* in every clean, flowing line! That's the new '53 Dodge, the Action Car of the Year!

Powered for action, with surging new V-8 performance. *Styled for action*, with travel-planned interiors and a sleek "continental" design flair.

Engineered for action, with flashing new Gyro-Torque Drive, new curve-holding ride. You'll enjoy one thrilling discovery after another when you Road Test the '53 Dodge. Coronet V-8 and Meadowbrook 6 Series.

Specifications and equipment subject to change without notice.



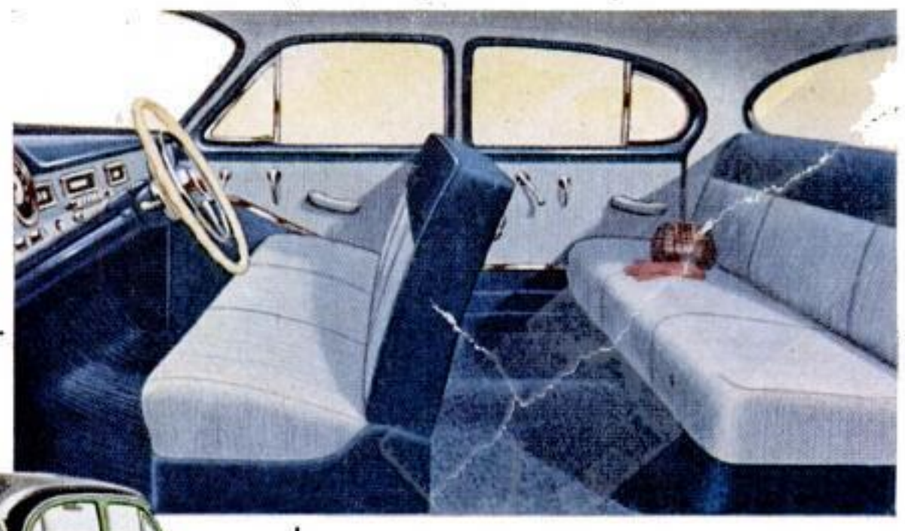
New Surging V-8 Power

New 140-h.p. Red Ram V-Eight packs more punch per cubic inch. Most efficient engine design in any American car, with more speed than you'll ever need!



EVERYTHING NEW...AND LOWER PRICED, TOO!

it's a Power-Packed Beauty



Styled for Action Inside and Out

Sleek and trim outside, with more room than ever in spacious Travel-Lounge interiors. Chair-high "Comfort Contour" seats give more restful support. Two-tone Fashion-Fiber Fabrics. Coronet 4-Door Sedan illustrated above.

New–All New '53 Dodge

The Action Car for Active Americans



Every Inch is Travel Planned

Up to 11 cu. ft. more space in Cargo-Carrier rear deck. Sweeping curved windshield, wrap-around rear window. Up to 244 sq. in. more glass area. Dodge is tailored to the needs of Active Americans!

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SAINT'S HEAD, SEEN THROUGH A WINDOW OF SARCOPHAGUS, STILL SHOWS EFFECTS OF TEMPORARY COFFINLESS BURIAL IN 1553 WHEN NOSE WAS CRUSHED



PILGRIMS LINE UP to touch body, line curving in front of the cathedral, entering door at the right.

A SAINT IS DISPLAYED

Pilgrims in Goa see St. Francis Xavier's remarkably preserved body

Four hundred years ago, in December of 1552, St. Francis Xavier, generally considered the greatest of Roman Catholic missionaries and the first great Jesuit foreign missionary, died on an island off the coast of China. Last month at Goa, a tiny Portuguese colony in India where Xavier's body was returned in 1554 for reburial, the anniversary of his death was celebrated with the public exhibition of his remarkably preserved body.

As early as 1553 the body had shown striking qualities of preservation. When dug up for the journey to Goa in 1553, an incision, according to legend, brought a flow of blood, and the next year more blood flowed when a pilgrim, in a surge of religious fervor, bit off one of the toes. Later on parts of the body became relics. The right arm was severed in 1614 and dismembered, the forearm (LIFE, June 27, 1949) being taken to Rome and the rest to the Far East. From time to time, Xavier's remains in Goa were put on display.

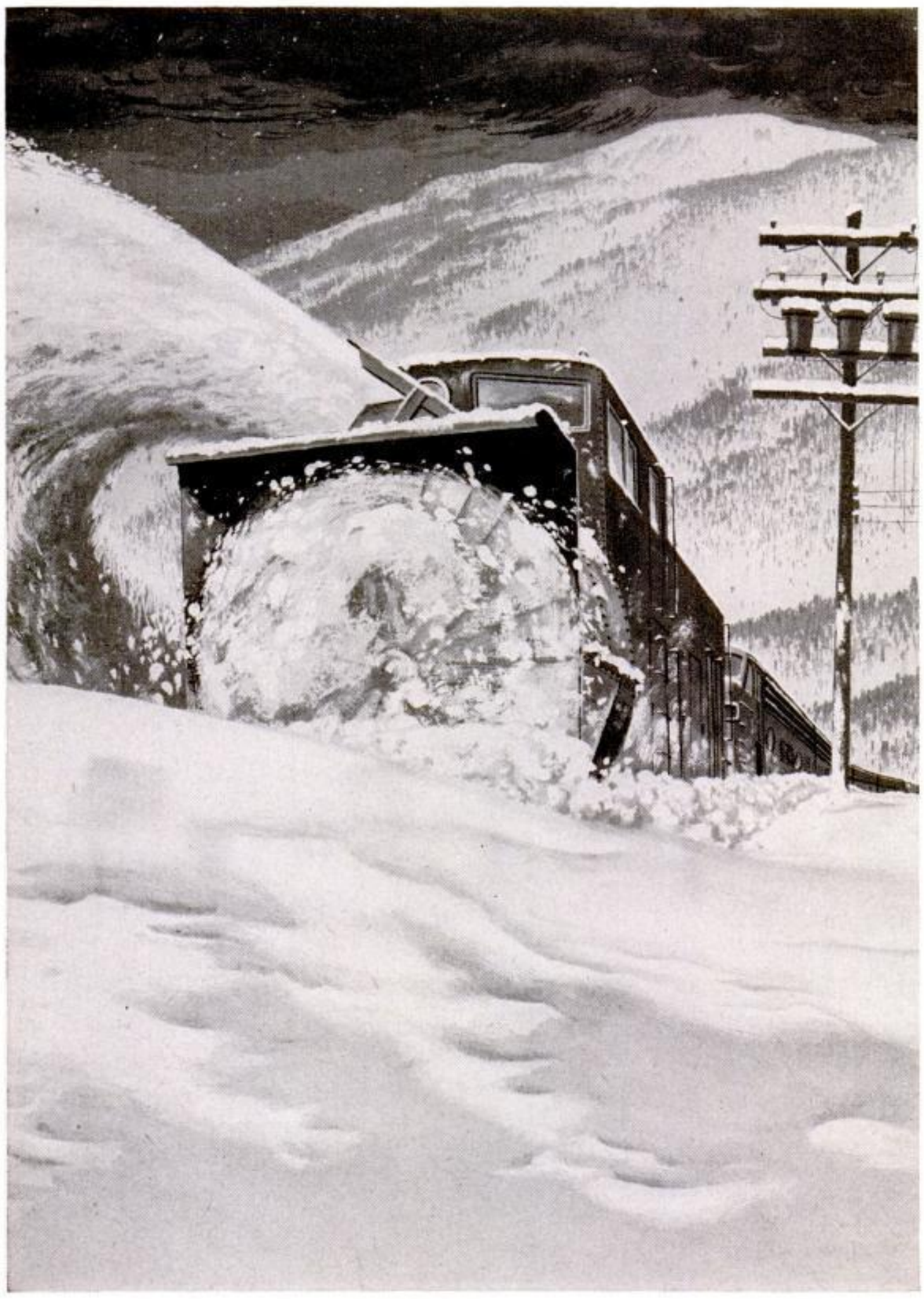
For the exhibition last month, thousands of pilgrims, mostly from India, crowded into Goa to watch as the coffin of St. Francis was taken from the Church of Bom Jesus, its permanent resting place, and carried to the larger Cathedral of Old Goa. There it was uncovered, the body unwrapped and placed in a huge glass-windowed silver sarcophagus for viewing (*above*), open at one end. Thousands of faithful lined up each day (*left*) for a chance to touch the body.

This was the last opening of his casket. To insure that the body will be well preserved, the sarcophagus will be hermetically sealed. Pilgrims may hereafter see the body through glass windows, but none will touch St. Francis again.

CONTINUED ON NEXT PAGE

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When the Going Gets Tough!



When winter winds come roaring out of the north, they frequently bring a lot of snow – and a lot of trouble, too.

But the railroads are old hands at fighting weather – ready with the equipment and man power it takes to battle emergencies.

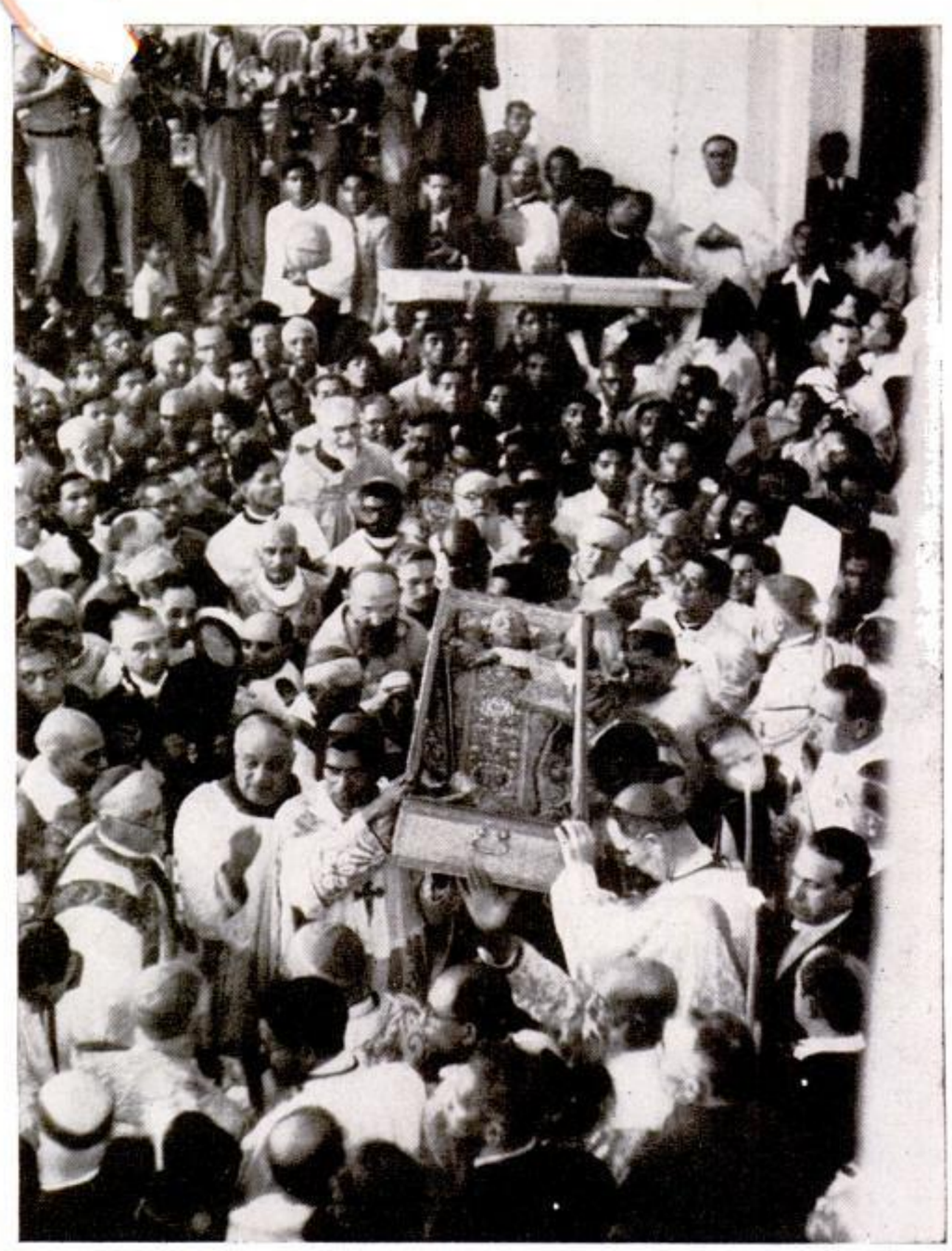
When big storms come, extra crews are put to work. Chemicals are spread and heaters used to keep switches from freezing. Steel-winged plows pushed by powerful locomotives fight to keep tracks clear. The whirling blades of huge rotaries chew their way through the bigger drifts.

Although other forms of transportation contend with the effects of severe winter storms, there is *this big difference:* The railroads use their own men, equipment and money to "keep 'em rolling" when the weather gets tough. *Your* local, state and federal tax money is never used to keep vital rail service running.

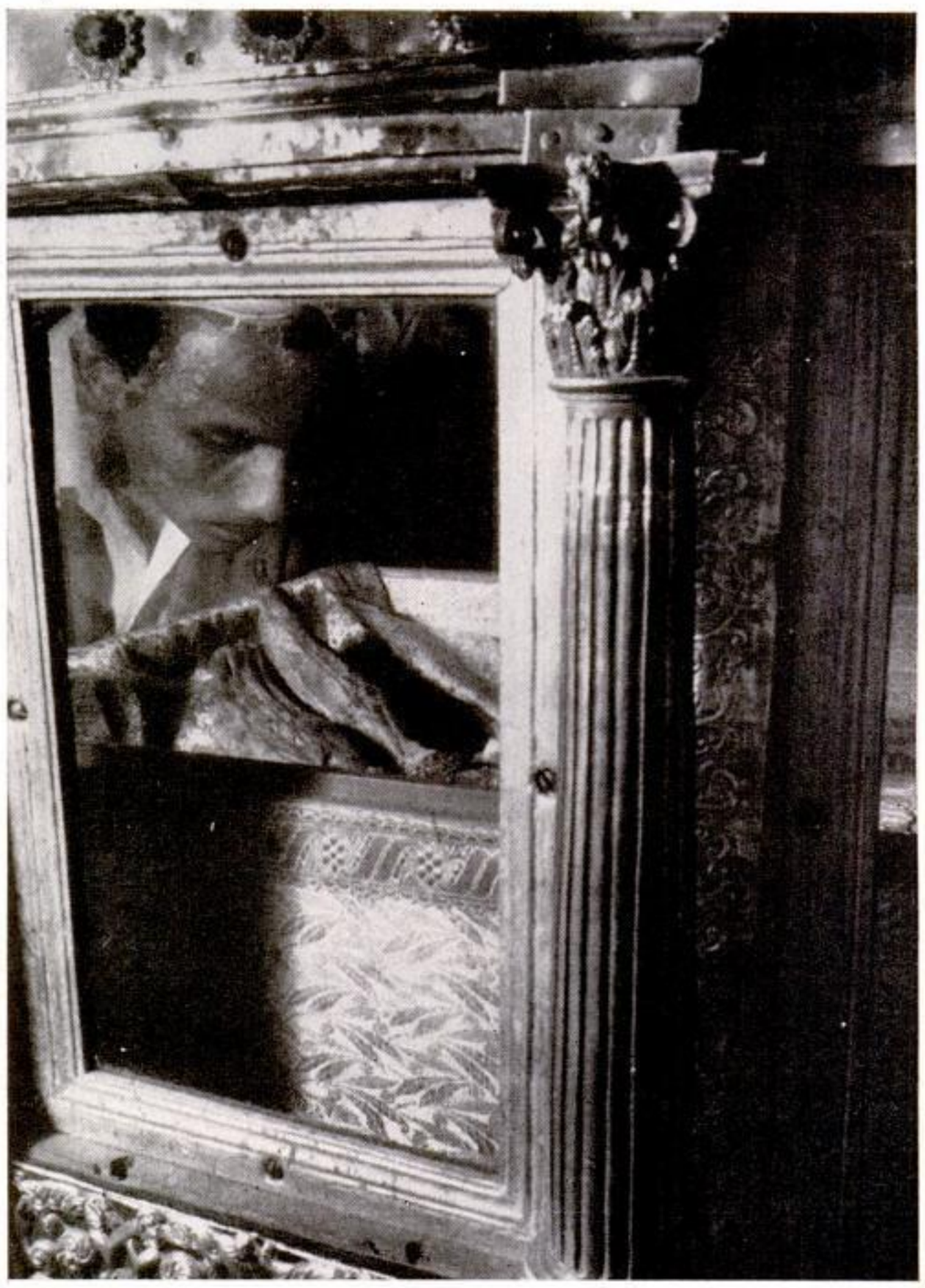
ASSOCIATION OF AMERICAN RAILROADS

WASHINGTON 6, D. C.

You'll enjoy THE RAILROAD HOUR every Monday evening on NBC.



UNCOVERING THE BODY, officials raise coffin to take it to silver sarcophagus in Cathedral of Old Goa, largest Catholic church in Asia. Saint's burial vestments were embroidered by a Portuguese queen in 1699. In a radio message Pope Pius XII urged a continuation of St. Francis' pioneering spirit.



KISSING THE TOE, a pilgrim leans over foot. Priest usually held foot to prevent repetition of incident of 1554 when Isabel de Carone bit off little toe on right foot. She finally returned part of toe. It is kept in a small silver reliquary. But rest of toe is still in possession of Doña Isabel's family in Portugal.

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The Green Giant now uses "walkie-talkie" to signal the fleeting moment of perfect flavor





What the Green Giant is saying here is, "Man the trucks! The fleeting moment has arrived in Field 30!"

When tests show that his corn (exclusive D-138 breed) is ready for picking, the Green Giant flashes the word by 2-way radio to begin harvesting. His corn is *picked and packed at the fleeting moment of perfect flavor.*

Open a can of Niblets Brand tonight and see how every minute saved in harvesting means tastier, tenderer kernels.

Niblets BRAND Sweet Corn

Green Giant Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario.

"Niblets" Brand Reg. U. S. Pat. Off. ©GGCo.



Radio cars in the cornfield. Samples from growing fields are constantly being tested (pre-graded) in plant laboratories. The moment tests show a field is ready, word is radioed to "field" men and harvesting crews move in on the double.

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Syracuse, N. Y.: Sylvania with HaloLight is the only set I can watch for hours with complete rest for the eyes.
Prof. Howard T. Viets



Pittsburgh, Pa.: The most comfortable set on the eyes I have ever seen. Wouldn't trade for any other set.
Mrs. Donna Overholt



College Park, Ga.: As a commercial photographer, I know it is true that you get Movie-clear pictures on Sylvania with HaloLight.
Carl Dixon



Fort Worth, Texas: Our Sylvania set is great—and the HaloLight is an added pleasure. Makes it so much easier on the eyes.
Stanley Stadish



Gates, N. Y.: HaloLight is easy on the eyes and makes picture seem so much bigger. Sylvania is a top-notch set.
Mrs. W. M. Kinney



Portland, Oregon: Sylvania TV with HALOLIGHT adds greatly to viewing comfort. Other sets can't compare with our new Sylvania.
Earl E. Alford



Chicago, Ill.: We get many hours of clear relaxed viewing with Sylvania's HaloLight. Wouldn't own any other set.
Mrs. J. Erickson



Des Moines, Iowa: A truly remarkable set. No glare or imperfect pictures. And HaloLight is so easy on the eyes.
Miss C. G. Sedgwick



Roslindale, Mass.: Best set today. As soon as we saw Sylvania with HaloLight we traded in our old set. And are we happy!
John A. Byard

Never in the whole history of television reception has any ONE exclusive feature won such spontaneous enthusiasm

From Coast to Coast Sylvania TV owners acclaim

HALOLIGHT*

The Frame of Light that's Kinder to Your Eyes

★ EXCLUSIVELY ON SYLVANIA TV ★





Why you need HALOLIGHT around your TV picture

In a conventional set there is a harsh contrast between the bright picture and the darker surroundings.

Sylvania's exclusive HALOLIGHT surrounds the picture with a frame of restful light—no unpleasant contrast.

ALL-CHANNEL UHF-VHF RECEPTION
available in all 1953 Sylvania models

Choose from a wide selection of cabinet styles and finishes in 17″, 21″ and 27″ screen sizes. You can buy Sylvania quality at the price of ordinary TV sets.

The response was overwhelming!

We asked owners of Sylvania TV what they thought of the HALOLIGHT feature.

These owners are not professional "endorsers"—not paid writers of "testimonials." They are regular American citizens—a true cross-section from Coast to Coast.

Their enthusiastic testimony, printed here and in other publications, is prompted only by a desire to let others know what they and their families have discovered about HALOLIGHT—*after living with it for weeks or months.*

Now, read what people like your neighbors think after actual experience with HALOLIGHT under home conditions. Read their testimony as they gave it, with *no ulterior motive*. We are content to rest our case on their opinion—and yours.

Dozens of Other Great Sylvania Features

In addition to HALOLIGHT, there are many other great features in the new 1953 Sylvania Television. In POWER, in BEAUTY, in DURABLE CONSTRUCTION, Sylvania television sets are unmatched in the industry. You get clearer, sharper pictures... powerful reception even in distant fringe areas... plus superb cabinet beauty and style.

See Movie-Clear* Sylvania TV! Visit your nearest Sylvania Dealer—and assure your home of thrilling television enjoyment for years to come!

Television Sets; Radios; Radio Tubes; Television Picture Tubes; Electronic Products; Electronic Test Equipment; Fluorescent Lamps, Fixtures, Sign Tubing, Wiring Devices, Light Bulbs; Photolamps.
Sylvania Electric Products Inc., Radio and Television Division, 254 Rano Street, Buffalo 7, New York.
See SYLVANIA'S BEAT THE CLOCK on CBS-TV and hear THE SHADOW on MUTUAL EVERY SUNDAY.
*Sylvania Trademark



Atlanta, Ga.: Have tried many makes and *know* Sylvania with HaloLight is best. Bought three for my home and one for my office.
Joseph L. Wells



Portland, Ore.: Picture comes in clear and sharp, just like a movie. We have nothing but praise for our Sylvania with HaloLight.
Mrs. D. C. Sloan



Chicago, Ill.: Never had brighter, more uniform pictures. Sylvania with HaloLight best of them all.
Edward Cochran



Glendale, Mo.: We take pride in our Sylvania with HaloLight. It's noticeably different—and so easy on the eyes.
Mrs. John A. Duffy



Irvington, N. J.: Sylvania's eye-soothing HaloLight is the outstanding feature in television.
Mrs. C. M. Marsch



Durham, N. C.: We enjoy our Sylvania very much, especially the HaloLight. It makes a big difference in comfortable viewing.
J. W. Sherrill



Nitro, W. Va.: Sylvania with HaloLight is different and attractive. Picture looks larger and clearer. Best set I've ever seen.
Mrs. C. B. Chapman



Des Moines, Iowa: A tremendous improvement in TV viewing. Looked at many sets but Sylvania with HaloLight was our choice.
T. N. Hetherington



Baltimore, Md.: I sure do love my Sylvania. What a difference HaloLight makes in viewing comfort.
Mrs. George Gabell

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North Haven, Conn.: I compared Sylvania with other sets and find HaloLight gives the clearest picture.
Camp Icoza



Hatboro, Pa.: Friends say our Sylvania with HaloLight gives a clearer better picture than any they have seen.
Mrs. C. O. Manchester, Jr.



St. Louis, Mo.: We waited a long time for an eye-comfort feature like Sylvania's HaloLight. We are very happy with it.
E. W. Darmstatter



Woodmont, Conn.: My work is hard on my eyes. It's a pleasure to come home and watch Sylvania with HaloLight.
Voyle E. Smith



Raleigh, N. C.: Sylvania's HaloLight is the best thing that ever happened to television. My eyes say thanks!
Mrs. Phil W. Ellis



Gary, Ind.: We love the set. HaloLight is wonderful—no glare or imperfect pictures. Better than going to movies!
Donald R. Miller



Robbinsdale, Minn.: Sylvania with HaloLight is much easier on the eyes and everyone says the picture is the clearest they have seen.
Mrs. H. M. Horner



North Hollywood, Calif.: No glare or imperfect pictures. Sylvania television with HaloLight is really magnificent.
Mrs. H. F. Yahraus



Washington, D. C.: Here at the Elks Club, our Sylvania has held up under constant hour after hour service. HaloLight is best feature in TV.
Claude S. Martin

You get Better Pictures, Greater Viewing Comfort and Finest Cabinet Beauty with

SYLVANIA TV

America's Fastest-Growing Television

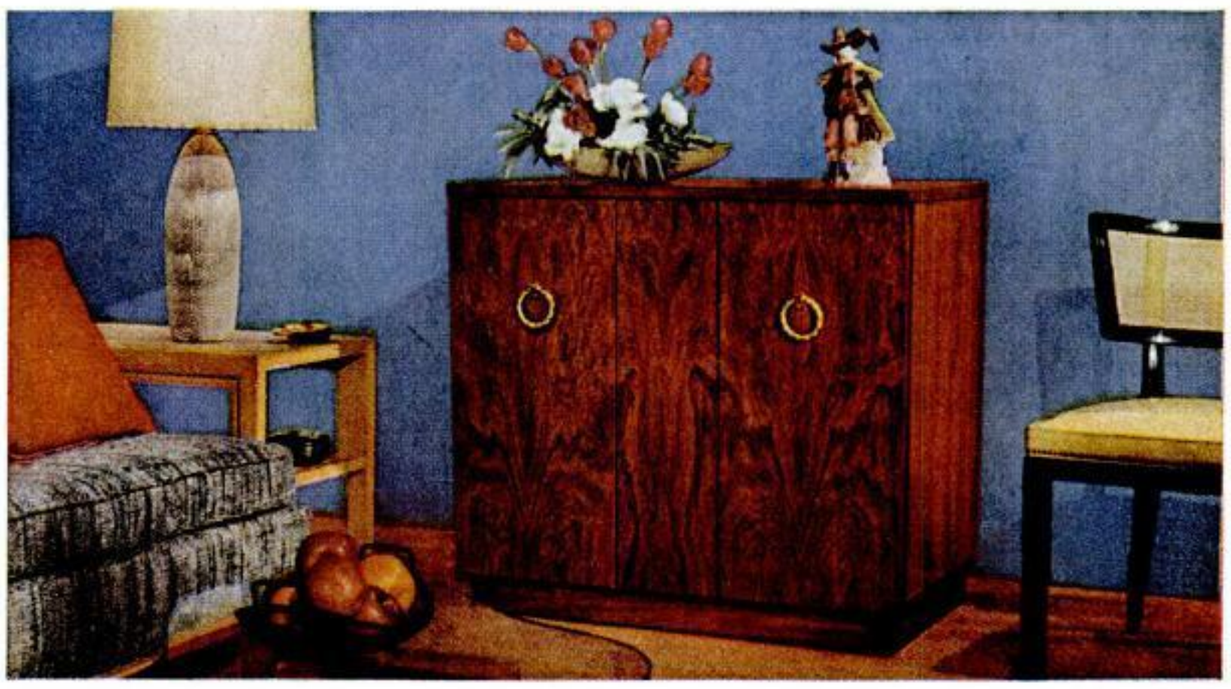


The HUNTINGTON—21" Console with HALOLIGHT. Sylvania's famous Stratopower Chassis in elegant mahogany veneer cabinet. Available with built-in UHF reception. Also in Blonde.

The ARLINGTON—21" Table Model with HALOLIGHT. A powerful Movie-Clear* receiver in handsome Blonde cabinet. Available with built-in UHF reception. Also in mahogany veneer.

The LEXINGTON—21" three-way Console Combination with HALOLIGHT. AM-FM Radio, 3-speed record changer. Mahogany veneer cabinet. Available with built-in UHF reception. Also in Blonde.



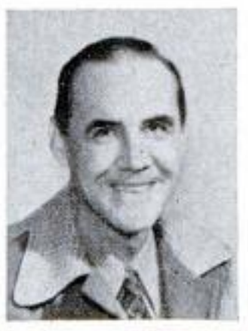




St. Paul, Minn.: Wonderful! The Sylvania picture is just like a movie and so relaxing on the eyes.
Steven Sekora



Ft. Thomas, Ky.: My family agrees Sylvania with HaloLight is much more enjoyable and easier on the eyes. Receive many compliments.
Mrs. H. A. Bugie



Parma Heights, Ohio: HaloLight is the greatest contribution to television. Guests and neighbors praise our Sylvania over and over again.
D. L. Charlesworth



Alexandria, Virginia: I wouldn't trade our Sylvania set with HaloLight for any other.
Mrs. L. L. Hawkshaw



Providence, R. I.: HaloLight puts Sylvania TV in a class by itself. Swell to watch fast sport action because picture is so clear.
R. Michelovitch



Bloomfield, N. J.: The picture comes in clear and sharp and so easy to watch with HaloLight.
W. D. Godfrey



Maple Heights, Ohio: Really thrilled. We receive many compliments on how easy Sylvania with HaloLight is on the eyes.
Mrs. D. Gruden



Indian Orchard, Mass.: Eye Comfort is important to us. That's why we chose Sylvania with HaloLight.
Mrs. John Severyn

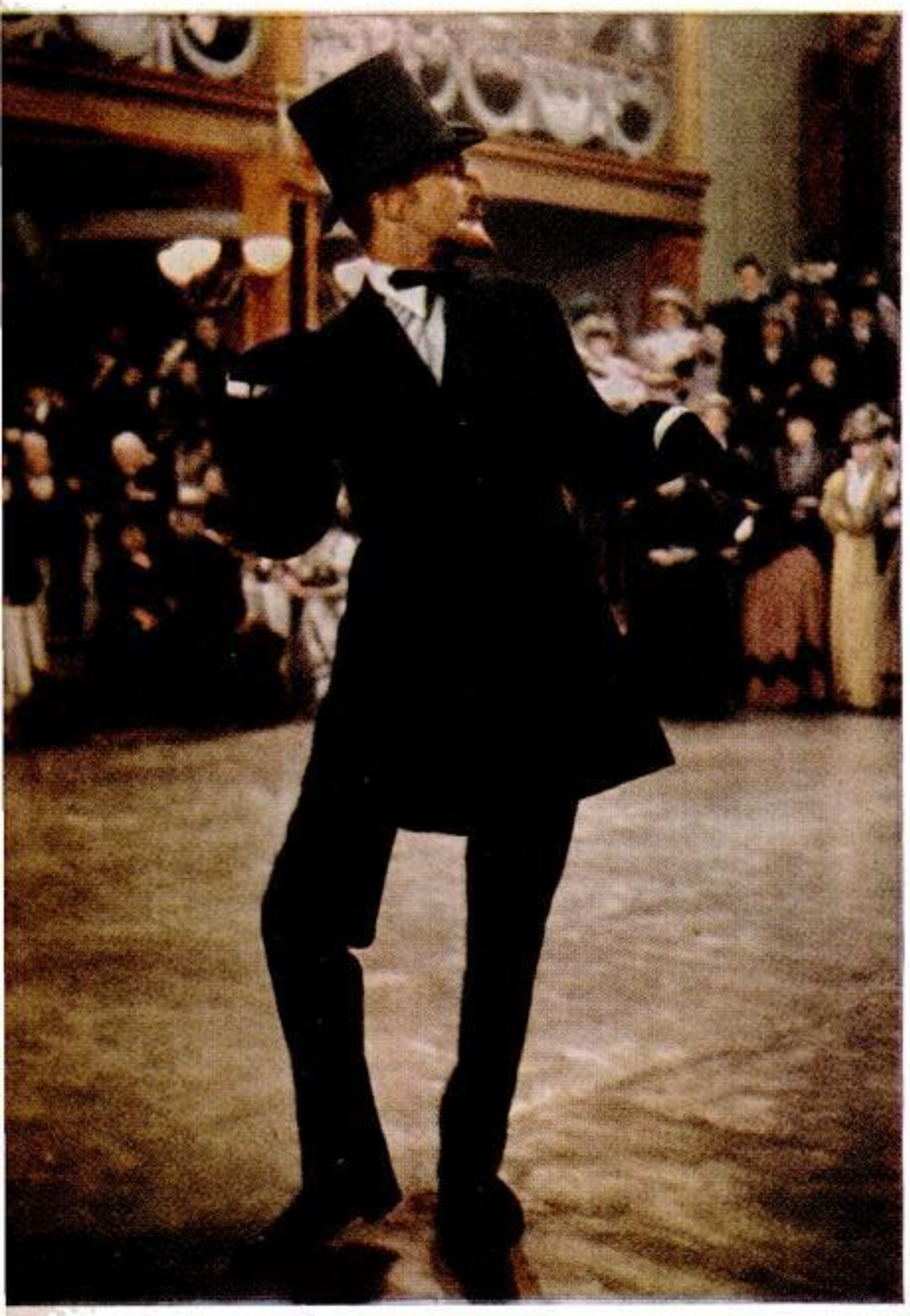


San Francisco, Calif.: After a hard day at the office, I find my Sylvania with HaloLight tops for relaxation and viewing comfort.
Victor C. Dowdle

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LAUTREC CHARACTERS who enlivened his poster for Moulin Rouge also turn up in the film. Rubbery dancer Valentin the Boneless (*below*) is seen above with his flamboyant partner, La Goulue.





GAY AND NAUGHTY CANCAN, WHICH ORIGINATED IN PARIS MUSIC HALLS, CAME TO FINE FLOWER AT

Razzle-dazzle Paris

THE PAINTER'S RAFFISH EXISTENCE

PHOTOGRAPHED FOR LIFE

Cancan dancers, music-hall singers, ladies looking like tropical birds with painted green eyelids and monstrous feathered hats, harlots, dope peddlers and circus performers—these made up the raffish pageant that eddied around the crippled, embittered painter Toulouse-Lautrec in Paris of the 1890s. These also were the subjects of his famous posters which Director John Huston has copied again and again in his movie on the life of Lautrec, *Moulin Rouge* —named after the cabaret where Lautrec used to look at the girls and drown his sorrows because so few of the girls would look at him.

Moulin Rouge comes in on the new flood of biographical movies—Hollywood has announced a record number of 30 for this year —and will have easily the most bizarre and colorful background of the lot. To match the brilliance of Lautrec's own color, Director Huston hired LIFE Photographer Eliot Elisofon

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THE MOULIN ROUGE WHERE GIRLS DAZZLED PATRONS WITH THEIR BLACK HOSE AND LACY DRAWERS

of Toulouse-Lautrec

IS SHOWN IN GLOWING COLOR FILM

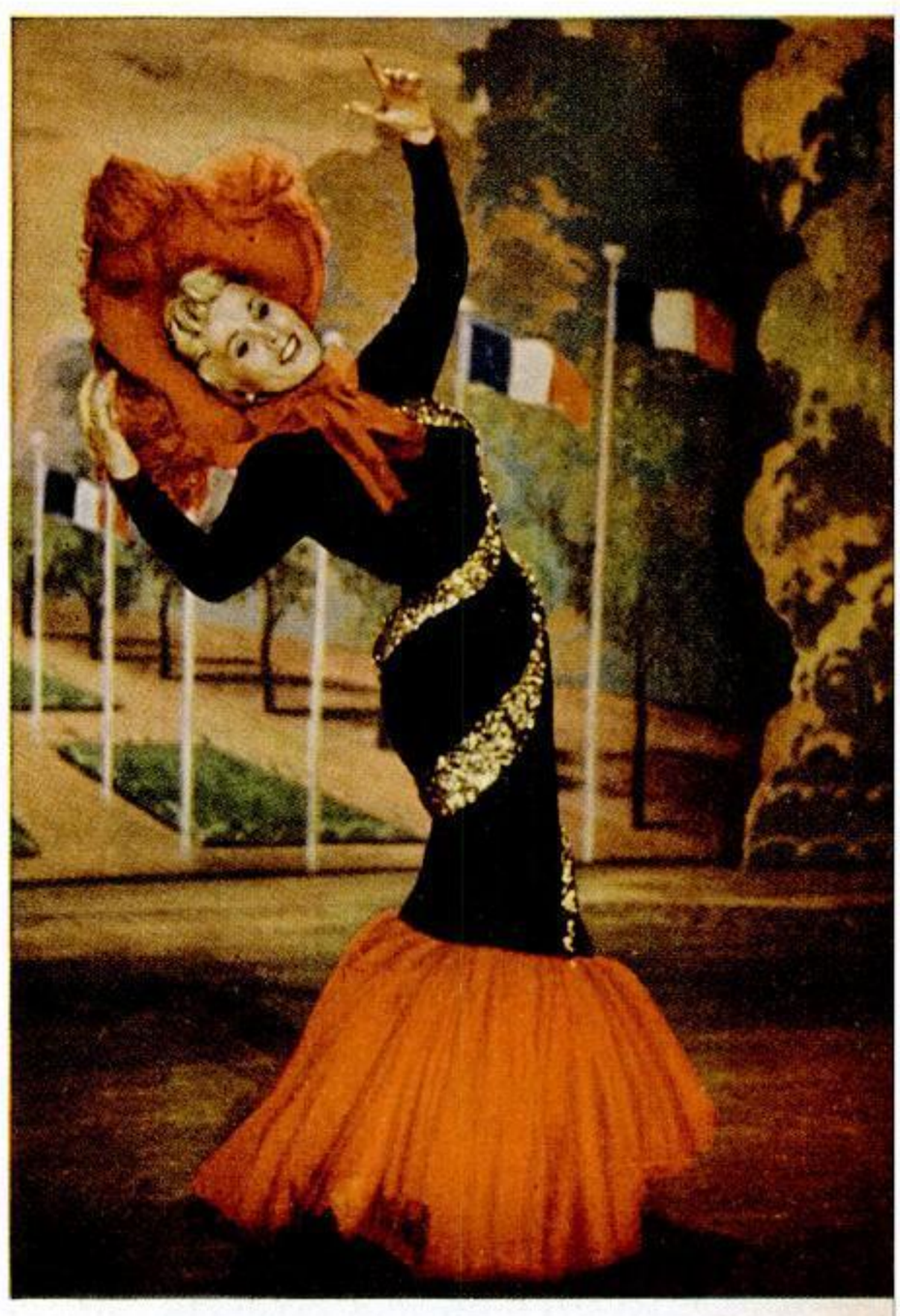
BY ELIOT ELISOFON

as a color consultant. Elisofon, who took the pictures on these pages, steered away from the usual unsubtle Technicolor lighting. Sometimes he had an entire scene shot through a magenta or blue filter. Sometimes he used a rainbow of spotlights, like paints on an artist's palette, to tint every shadow and highlight.

To play the dwarfed painter, the nobleman turned bohemian, Huston hired José Ferrer, who in beard and artificially shortened legs (LIFE, Sept. 29) is a near double of Lautrec. And to get convincing backgrounds Huston took most of his outdoor shots around Paris —the alleys and cabarets where Lautrec sought out the false loves that rebuffed him and rebuffed the true loves that sought him out. *Moulin Rouge* has the ingredients of a popular film, but its greatest appeal will be to art lovers for the most imaginative use of color photography Hollywood has seen in years.



SINUOUS SINGER, much celebrated Jane Avril (*above*), twisted her way through many of Lautrec's prints. Poses and gown are copied by Zsa Zsa Gabor (*below*), who acts Avril, singing is Muriel Smith's.



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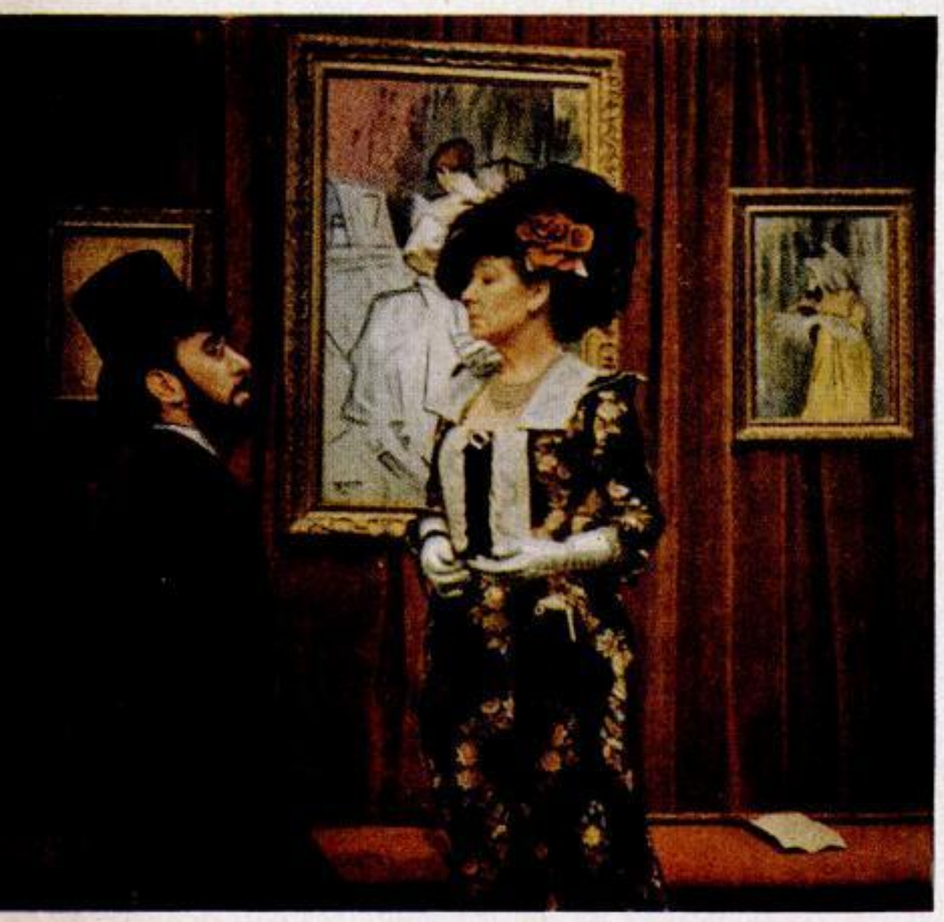
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DISSOLUTE NIGHT OWL, Lautrec is last to leave Moulin Rouge as charwomen clean up at dawn.



EXACTING CRAFTSMAN covers details in producing his lithographs at shop of printer, Cotelle.



IRATE ARTIST, the aristocratic Lautrec upbraids lady for censuring one of his nudes at exhibition.





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FAITHLESS LOVE is Marie (Colette Marchand), a streetwalker whom the kind Lautrec shelters from police in his studio where she takes her first bath. Touched because she ignores his deformity, Lautrec comes to love Marie.

←**MERCENARY MODEL** Marie demands finery and money from Lautrec, then betrays him by passing the money on to another lover. When she finally deserts Lautrec, the love-hungry little painter is almost insane with grief.

REAL LOVE is mannequin Myriamme (Suzanne Flon), whom he meets through Jane Avril. Her genuine affection is chilled by his cynicism and she finally accepts a rich suitor, leaves Lautrec to dissipate himself in drink.

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IN PARIS DAWN Myriamme stands on the Ponte Alexandre III where Lautrec, being driven home from debauch, finds her. To establish bleary saddened mood Color Supervisor Elisofon had scene photographed through yellow filter, which turns a rose and blue dawn into a greenish sky of melancholy tragedy.

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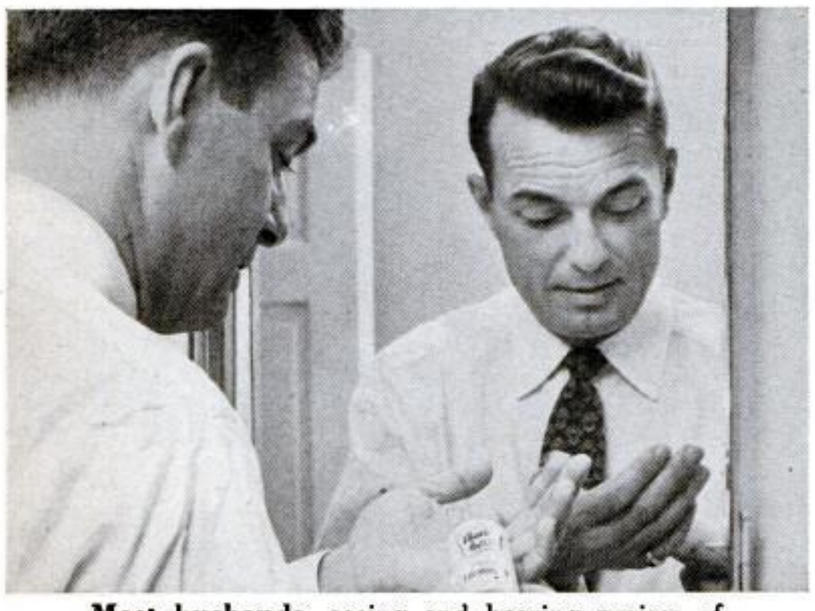


At B. Altman & Co., Fifth Avenue New York department store, Charles Antell demonstrators Mary Green and Rose Rayow, who for six months running have never failed to gather a crowd the instant they start flourishing a brush, report—"Women are fascinated by our hair style show. They just can't wait to try Formula 9."

"Ladies, you too can have..."



Mrs. Housewife rushes home from demonstration to try Formula 9. Watches, fascinated, as it makes her hair manageable, glossy, and deepens curl. Lanolin, unlike other oils, absorbs moisture, causes hair to contract, thus deepens curl.



Most husbands, seeing and hearing praises of Formula 9's hair grooming effect, soon decide to try it. Fact that it is absorbed and greaseless, wins the male population. Men prefer liquid cream form.

CURRENTLY in many a U. S. fashion conscious department store, women stop short when they hear these magic words. Pushing closer, they see a rapid succession of latest hairstyles. Awed by the performance, and assured "you can do them yourself in less than 1 minute," many already have purses open when the demonstrators reveal the secret: it's Charles Antell's famous lanolin Formula 9 that makes hair so lustrous and super manageable.

Heavily advertised Formula 9 is the sensation of the beauty business. From scratch, it has skyrocketed to a $14,000,000 business in two years' time.

Reasons for success: the widespread dry hair epidemic caused by modern hair abuse, plus lanolin Formula 9's amazing ability to restore dry, brittle, unmanageable hair to "healthier-looking, more beautiful hair in 1 minute."



Greatest boon to marital peace is that Formula 9 shortens the endless time women take to fix their hair. Happy husbands report they now get to parties on time for the first time in their lives!

© 1953 Charles Antell, Inc.

New Hair Beauty in 1 Minute

with famous lanolin Formula 9

Ladies, to learn in 1 minute how to fix your hair in the latest hair styles—the Casual Fluff, Chignon, Upsweep, Pompadour, Partless Sidesweep—see the great Charles Antell hairstyle demonstrations in leading stores from coast to coast!

Learn how to transform the appearance of your hair—*how to make it lustrous, youthful looking and manageable instantly, right before your very eyes!*

Yes, ladies, no matter what is wrong with your hair, you can do wonders with it right now!

What's happened to your hair?

If it is dry, brittle, unmanageable, too fine, or flaked with dandruff and broken ends, face up to the facts: Most everything you do to your hair—from too many shampoos to too much sun—all take the natural oils out of your hair. That's why it is dry, lifeless and unmanageable.

So what about oil treatments? All specialists recommend them. But why bother to apply any oil preparation and then immediately wash it out? That seems rather silly.

But you're right about oil treatments. Your hair needs them. Just don't use the wrong oil. For any oil that must be washed out, simply can't be absorbed. And if it can't be absorbed, what good can it do to your hair?

But dermatologists say there is ONE oil that can be absorbed . . . that nourishes and conditions your hair, yet vanishes when you apply it. It's a natural organic oil from the hair of the sheep. It's lanolin, nature's finest hair conditioner!

And now Charles Antell, in famous Formula 9 has mastered the secret of refining and compounding lanolin so it is absorbed by the hair in abundant quantity.

And instantly you apply it, you'll see your hair suddenly transformed—youthful looking, glossy, manageable beyond you fondest dreams!

See it work—on *your* hair!

Ladies, there is only one reason why more men and women have switched to Charles Antell Formula 9 than to any other hair care product in history. *It works!*

So if you want healthier-looking, more beautiful hair in 1 minute, use Formula 9 today. Get it at any drug or cosmetic counter.

Formula 9—89¢ and larger sizes, plus tax. Shampoo—59¢ and larger sizes. Supervalue combinations of Formula 9 and Shampoo—$1.35, $2 and $3, plus tax. Formula 9 also in liquid cream form—98¢ plus tax. (Slightly higher in Canada.)



Charles Antell

famous lanolin

FORMULA 9 *and* SHAMPOO

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RABBITS ON THE RAMPAGE

Australia tries germ warfare to save grasslands for its sheep

When settlers from England came to Australia in 1788, they brought along a few rabbits, supposing they were doing their wild new homeland a service. Then the bunnies began to multiply. With few natural enemies to plague them, they were gobbling up so much of the

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countryside that farmers began to set out poison and build long rabbit-proof fences. Such measures had small effect on the prolific pests. By 1950 more than half a billion rabbits were drinking precious water (*above*) and nibbling the pasturelands clean, greatly reducing the feed available for grazing sheep. Worse, huge areas were picked so bare that erosion ruined them. Rabbits had become a serious threat to sheep raising, the country's greatest industry.

In 1950 desperate Down Under scientists loosed 500 rabbits infected with myxomatosis, a virus disease that kills rabbits but no other animal. Millions of rabbits died and today farmers can raise 15 million more sheep. But Australians fear the surviving animals may become immune to the virus, so they cannot relax until the last long-eared menace has been done in.

CONTINUED ON NEXT PAGE

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TALL girls
are terrific in
our TALL-size
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Example: This suit for Spring '53 in worsted-looking rayon that refuses to muss or wrinkle . . . cut and tailored so exactly to a TALL and stately figure's proportions . . . fits 9 out of 10 TALL-size 10 to 20 figures without alterations. It's in navy, beige, ice blue or red—$19.95.

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and associated
Over Five-Seven Shops*



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INJECTION OF VIRUS into a wild rabbit starts myxomatosis disease chain. Scientists also gave themselves the virus as a test, suffered no harm.



RELEASE OF CARRIERS follows the injection. Rabbits will roam for a week, then suddenly sicken and die. Mosquitoes carry virus to other rabbits.



THE ONLY GOOD RABBITS, say Australians, are dead rabbits. These were killed by virus. Farmers can add a sheep for every six rabbits that die.

Settle
INDIGESTION
WITHOUT BOUNCE-BACK
OF
EXCESS ACIDITY

Alka-Seltzer
BRAND Reg. U. S. Pat. Off.

is FIRST AID for
HEARTBURN
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Relief for
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First Choice
The
World Over!

Ask Your Grocer For The
SUN-MAID THRIFT-I-PAK—
Six Handy Pocket Packs At Today's New Low Price!

If you own a Schick or Remington Electric Shaver...

Get a closer shave and greater comfort! Prepare your face *before* you shave. In just 3 seconds Lectric Shave:

1. Evaporates sticky, razor-clogging perspiration.
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Use Lectric Shave with any shaver. 49¢, no U.S. tax, for eighty shaves.



Free month's supply! For a generous sample of Lectric Shave write: J. B. Williams Co., (LL-10), Glastonbury, Conn.

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(*ADVERTISEMENT*) EACH WEEK THOUSANDS AT THE TOWER OF LONDON VIEW THE FABULOUS CROWN WHICH RE-ENACTS ITS HISTORIC ROLE ON JUNE 2

CORONATION YEAR!

Smart Americans arrive early to see Britain in her shining hour!

"There's a World Series feeling in the air over here," writes one American visitor. "You've never seen anything like it. Everywhere you go the talk is Coronation, Coronation, Coronation!"

And before the Tower of London's cannon boom to announce that a Queen has been crowned, there are days, weeks, and months of feverish excitement.

In *any* year, Britain is the most fascinating land on earth. Its historic treasures, tradition and warm ties with America make it the ideal destination.

Yet, *this* is the year of years! A *royal* year of pageants, carnivals, festivals and sporting events throughout England, Scotland, Wales and Northern Ireland.

See Britain in its happiest, gayest mood! See your Travel Agent and Come in Coronation Year.



HISTORIC BIG BEN looks on as a London "bobby" gives directions to a sightseeing couple. Friendly Britons give visitors a royal welcome in Coronation Year.



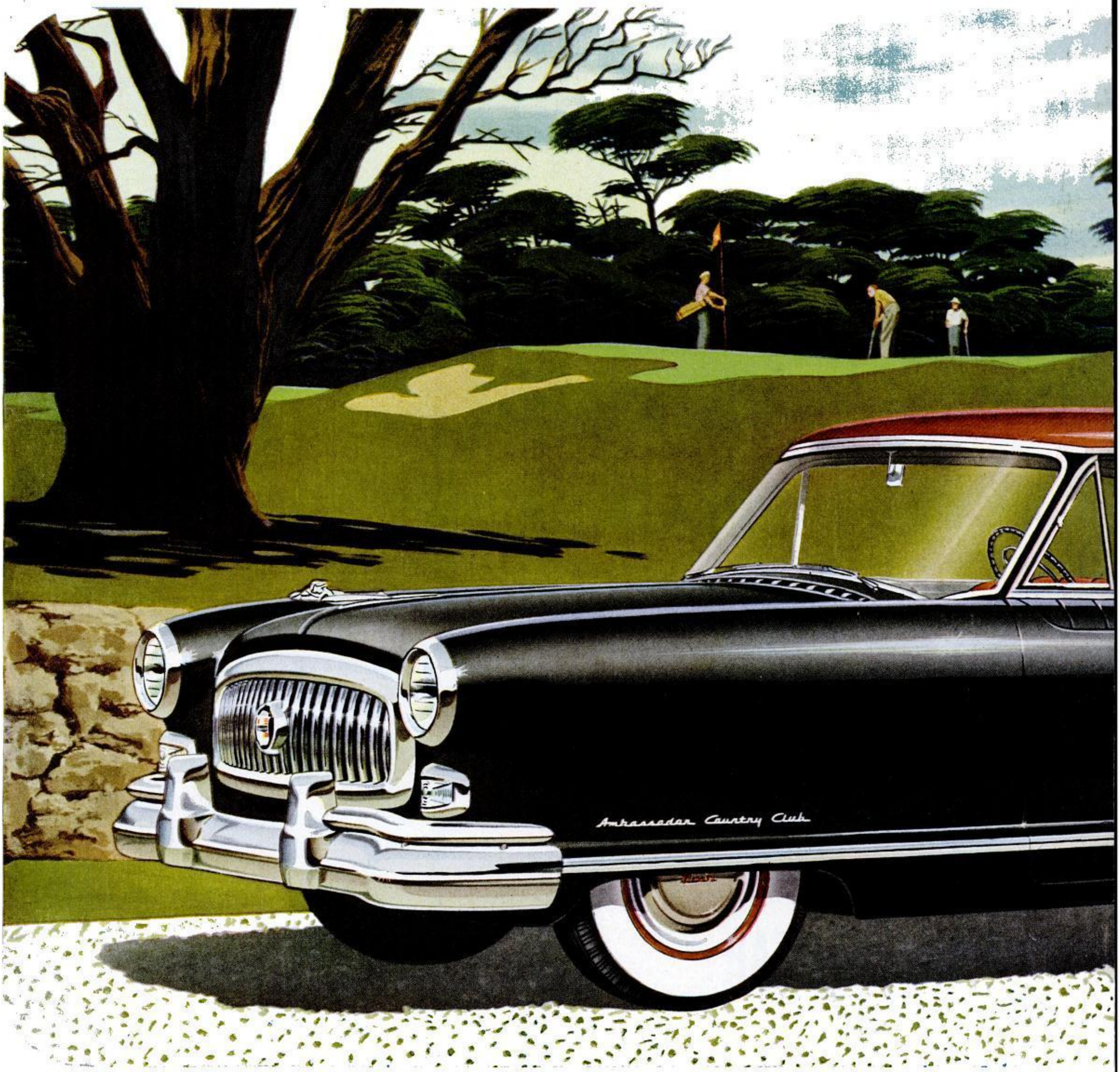
EDINBURGH CASTLE, centuries-old seat of royalty, is alone worth a trip to romantic Scotland! Every part of Britain lies within a few short hours by rail or car.



NATURE'S WONDERS share the Coronation spotlight. These visitors to Northern Ireland are embarking for the spectacular Giant's Causeway, in the distance.

For further information and free literature, see your Travel Agent or write British Travel Association, Box 1B, 336 Madison Ave., New York 17, N.Y.

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ANNOUNCING

Another Pinin Farina Triumph!

New 1953 Nash Airflyte

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The 1953 Nash Ambassador "Country Club," styled by Pinin Farina. Hood ornament designed by Petty. White sidewalls, optional.

HERE IT IS—the newest car by the greatest of all custom car designers—Pinin Farina of Italy. Here it is—the magnificent new 1953 Nash "Country Club."

Here it is—the one and only car with low, sloping continental hood, with new "Road-Guide" fenders, with the world's widest one-piece windshield plus greatest eye-level visibility.

Here it is with luxury new to America—the greatest seating space ever built into an automobile . . . salon-styled interior beauty . . . a Weather Eye Conditioned Air System . . . Airliner Reclining Seats.

Sensational New Performance! In the Statesman, a new "Powerflyte" engine, for finer performance and top economy. In the Ambassador, the famous Super Jetfire engine; plus for the first time, a *custom-power* option—the new "Le Mans" Dual Jetfire engine that twice topped all American competition in the "Grand Prix d'Endurance" at Le Mans, France.

New Nash Power Steering! Driving and especially parking made effortless! Here's the world's finest shock-proof ride plus the life-saving safety of Airflyte Construction and three transmission choices, including Automatic Overdrive and Dual-Range Hydra-Matic.

This is the day to see the new Nash Airflytes. One ride and you'll agree—there's none as new as Nash for 1953. Let your Nash dealer show you Pinin Farina's latest triumph.

1953

Nash Airflytes

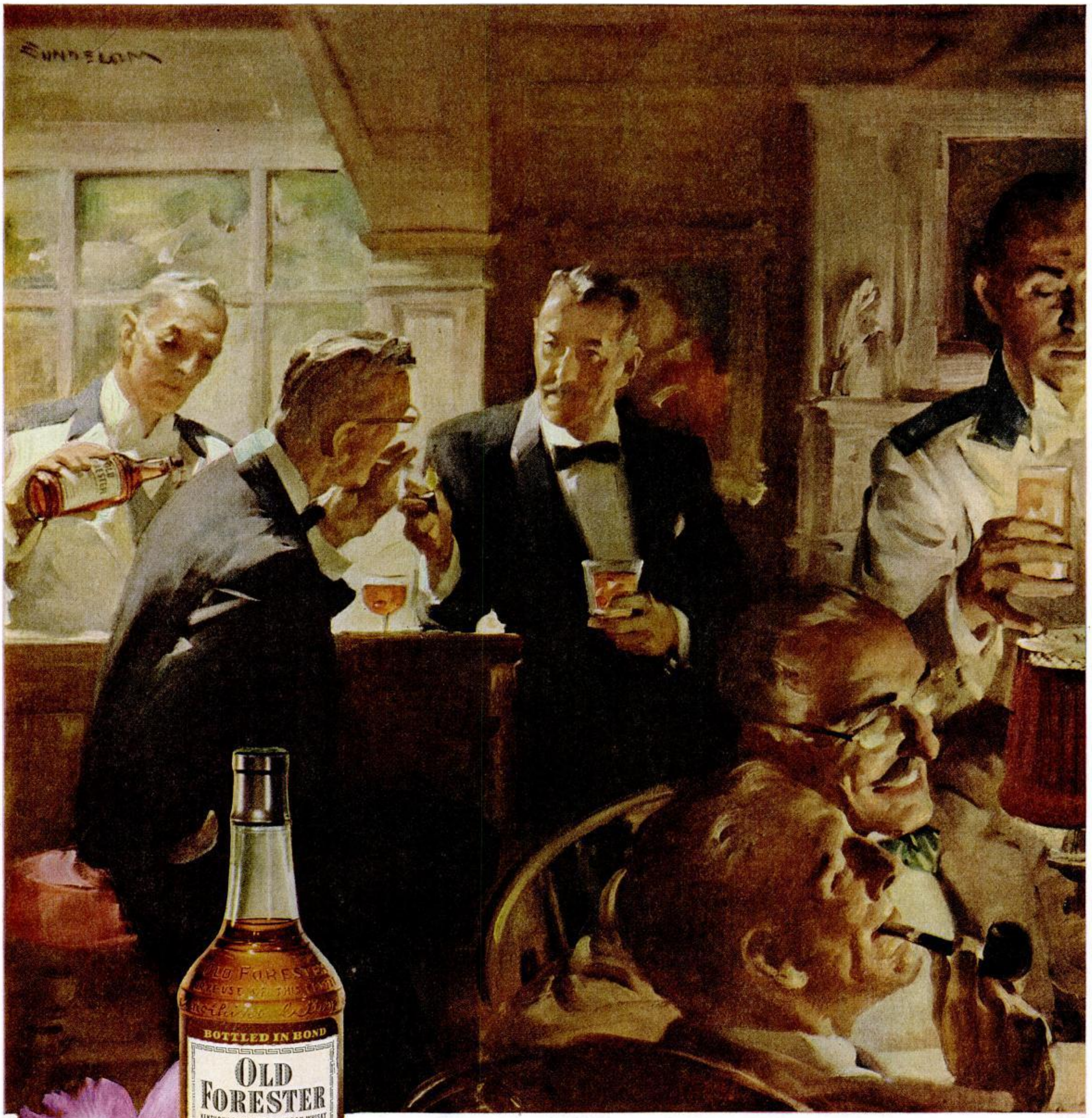
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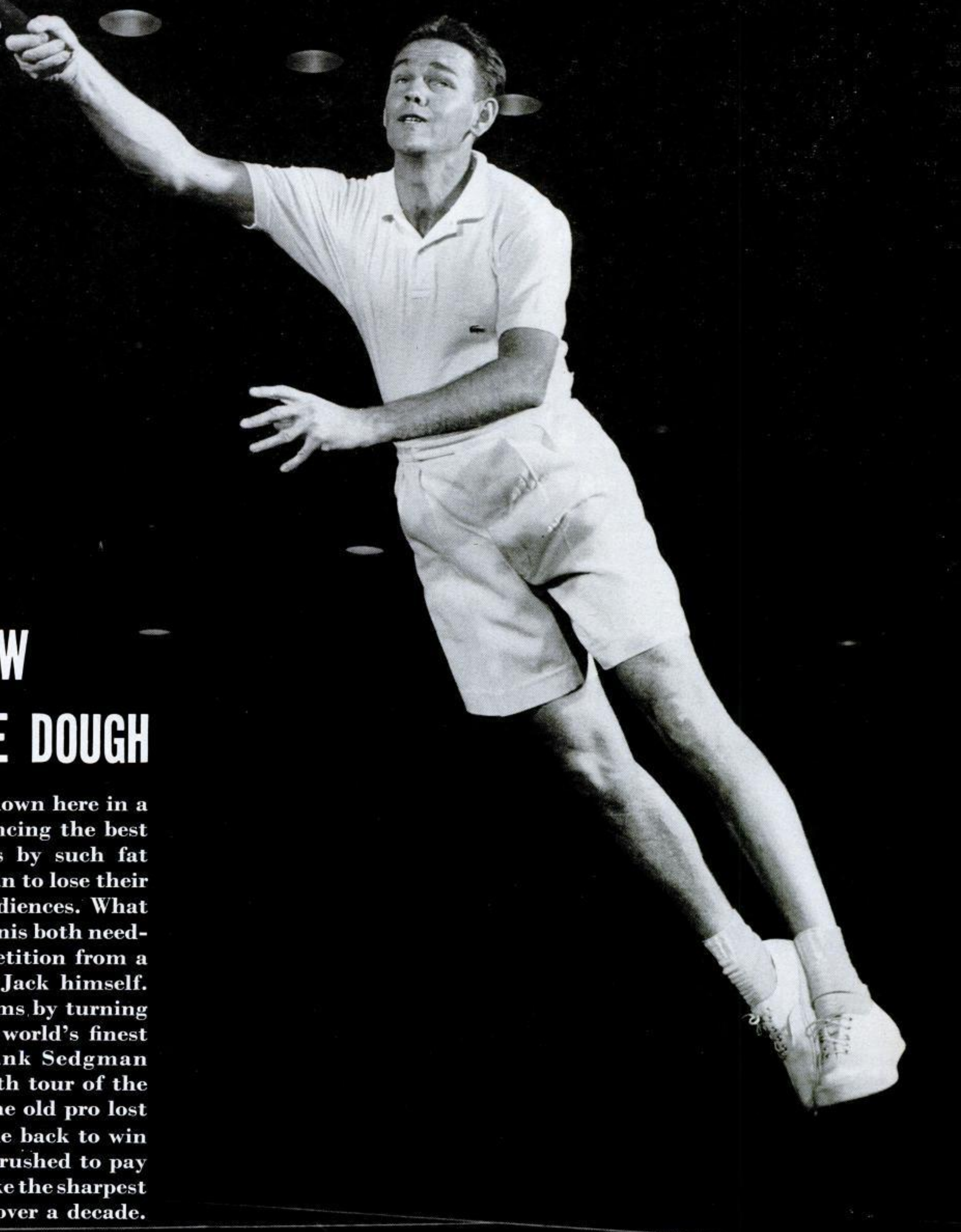
"There is nothing better in the market"

OLD FORESTER

KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY

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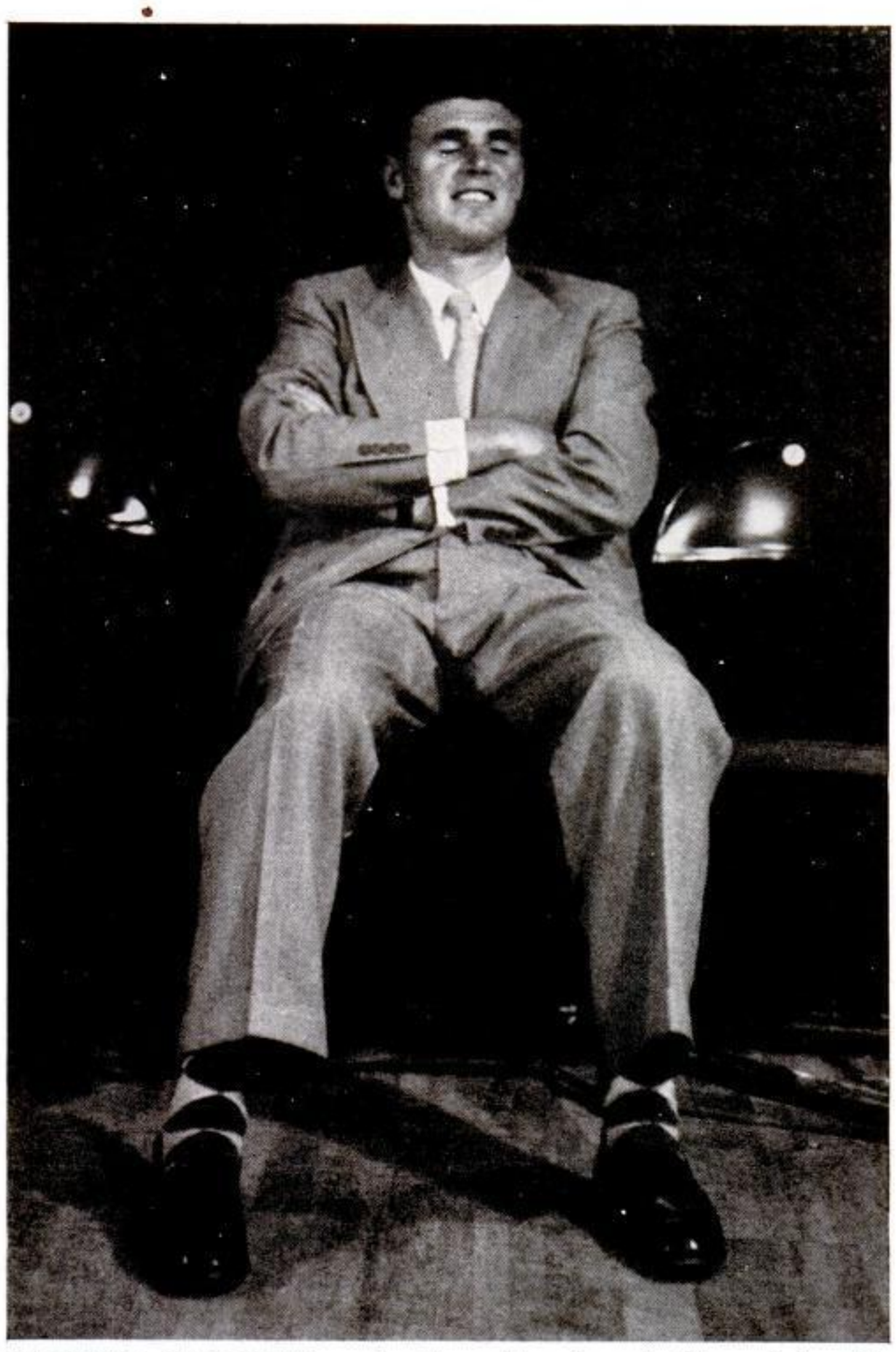


OLD PRO NEW FOE BIG SHOW MORE DOUGH

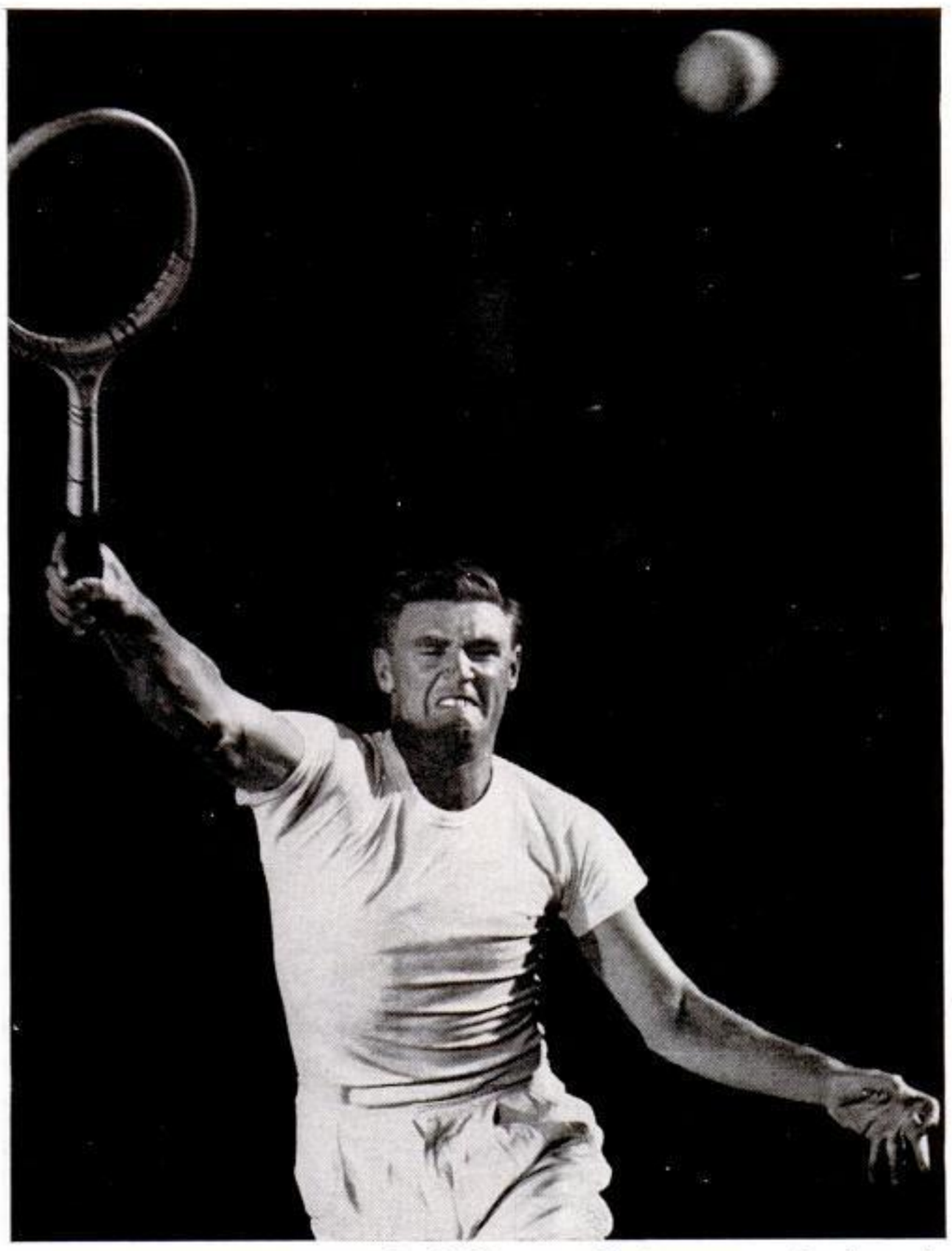
Since 1947 Jack Kramer, shown here in a high volley, has been trouncing the best professional tennis players by such fat margins that his tours began to lose their spice and some of their audiences. What Kramer's game and pro tennis both needed was the bracer of competition from a player as big and bold as Jack himself. Kramer solved both problems by turning promoter and signing the world's finest amateur, Australia's Frank Sedgman (*next page*), for a five-month tour of the U.S. In their first match the old pro lost to his new foe. But he came back to win the next two as the public rushed to pay its money for what looked like the sharpest indoor tennis play in well over a decade.

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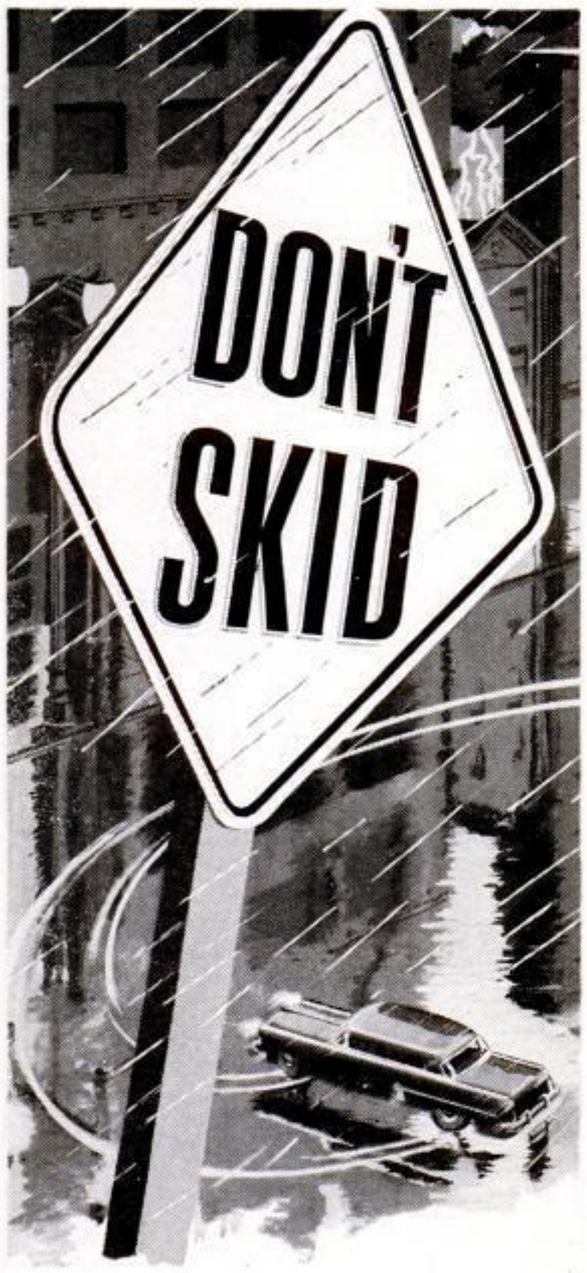
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SAGGING SEDGMAN sat in this position for a half hour before his debut. Unlike most players, Frank is nerveless and never tense before a game.



DRIVING SEDGMAN puts his bulging muscles into an overhead smash. Ken McGregor, Australia's other Davis Cup star, turned pro with Sedgman.



Test drive your car with

GYRO SKID-CONTROL

You can feel it fight against each threatened skid...hold steady on curve or high crown road...squelch vibration, chatter, and sway . . . aid tire traction in any weather for better control, for safer quicker stops. It is a simple automatic 45-pound device clamped to frame of your car. 50,000 in use, many on police cars, ambulances. There should be one on your car.



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YOU'LL NEVER FIND ANYTHING BETTER...TO SAVE YOUR LIFE!



Tested and approved under extreme weather conditions by independent experts. Quickly installed, outlasts car.



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New! Amazing Medication

'STARVES' PIMPLES

SKIN-COLORED HIDES PIMPLES WHILE IT WORKS



DOCTORS' TESTS PROVE
9 out of 10 cases cleared up
or definitely improved

CLEARASIL—NEW SCIENTIFIC ADVANCE

At last! A new medication called CLEARASIL is so effective it brings entirely new hope to pimple sufferers. In skin specialists' tests on 202 patients, 9 out of every 10 were cleared up or definitely improved.

AMAZING STARVING ACTION. CLEARASIL is greaseless and fast-drying in contact with pimples. Starves pimples because it helps remove the oils* that pimples "feed" on. *Antiseptic,* stops growth of bacteria that can cause and spread pimples.

INSTANT RELIEF from embarrassment because CLEARASIL is skin-colored. And CLEARASIL is greaseless...stainless.

THOUSANDS HAIL CLEARASIL. So many boys, girls, adults found that CLEARASIL works, it's become the largest-selling specific medication for pimples in America.**

Reader's Digest reported on clinical tests using CLEARASIL type medication.

GUARANTEED to work for you as it did in doctors' tests or money back. 59¢. Economy size 98¢. Get CLEARASIL at druggists.



NOW ALSO AVAILABLE IN CANADA (slightly more).

**Over-activity of certain oil glands is recognized by authorities as a major factor in acne. **According to actual store surveys.*

CALLOUSES



To speedily relieve painful callouses, burning or tenderness on bottom of feet, and remove callouses—get soft, soothing, cushioning Dr. Scholl's Zino-pads.

Dr Scholl's Zino-pads

GREATER



BREATHING

Just a whiff of this handy Vicks Inhaler makes cold-stuffed nose feel clearer *in seconds!* Use it any time . . . anywhere.

COMFORT

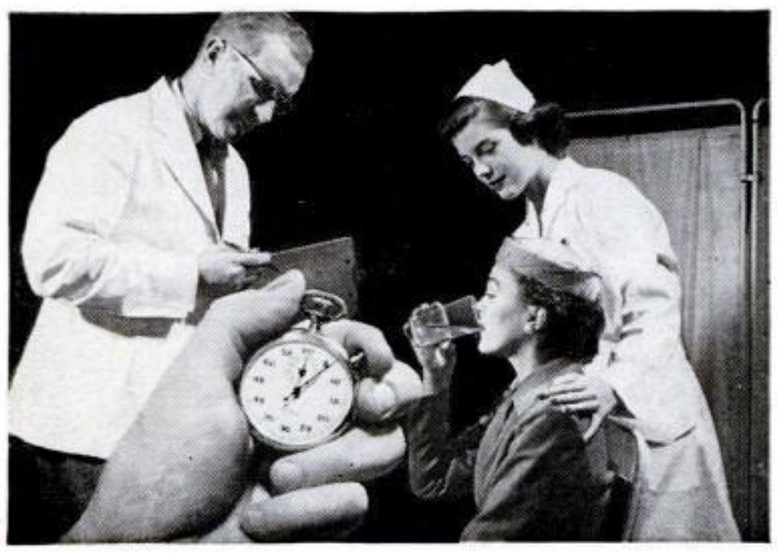


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CLINICAL TEST SHOWS BROMO-SELTZER WORKS FAST! In recent clinical research, nurses reported that sparkling, refreshing Bromo-Seltzer gave fast, thorough relief from upset stomach—actually in 8 out of 10 cases it worked *faster* than any other remedies tested.



CONTAINS THE FINEST INGREDIENT KNOWN TO DOCTORS! Bromo-Seltzer contains sodium citrate—one of the finest ingredients known to doctors for the relief of stomach acidity. This ingredient is found in most hospital dispensaries across the country.



PLUS A GENTLE, NERVE-SOOTHING INGREDIENT! No other leading remedy can do for you what Bromo-Seltzer does. Because only Bromo-Seltzer contains a special ingredient to relieve the nervous tension so often associated with upset stomach.

America needs nurses desperately . . .
Enroll as a student nurse.

Better for Headache Too! Because only Bromo-Seltzer gently soothes nerves while it promptly relieves pain, it works best for 9 out of 10 headaches. For best results use cool water. Follow the label; avoid excessive use.

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The $25,000

4th GRAND NATIONAL
GRAND PRIZE WINNER
PILLSBURY'S $100,000 RECIPE AND BAKING CONTEST

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from Pillsbury's 4th Grand National



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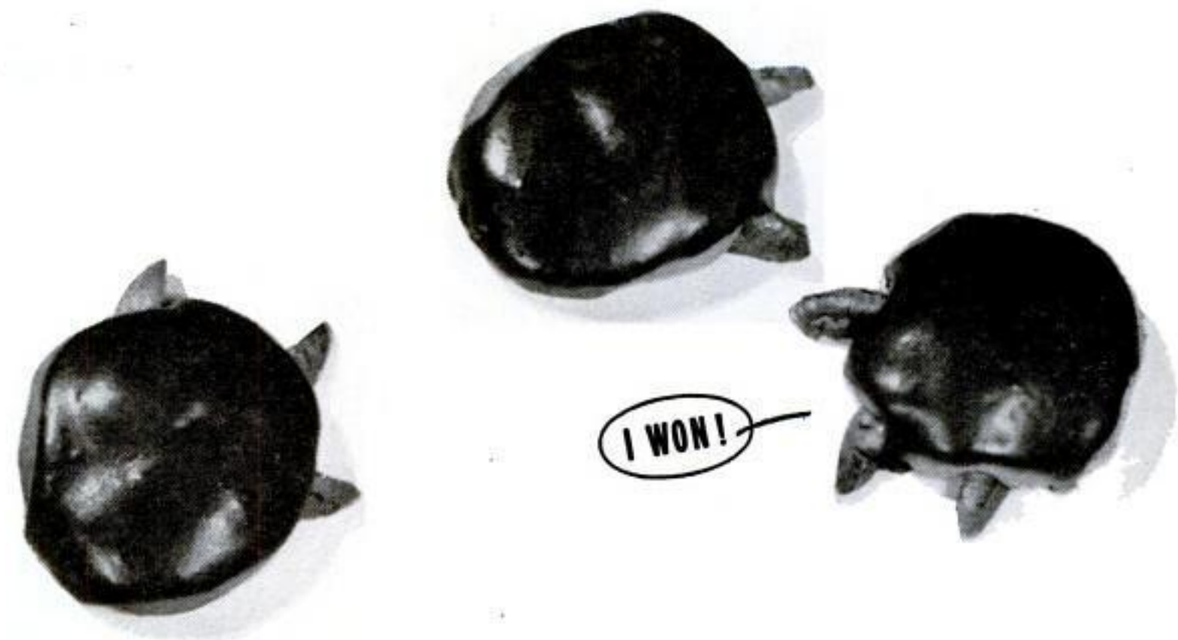
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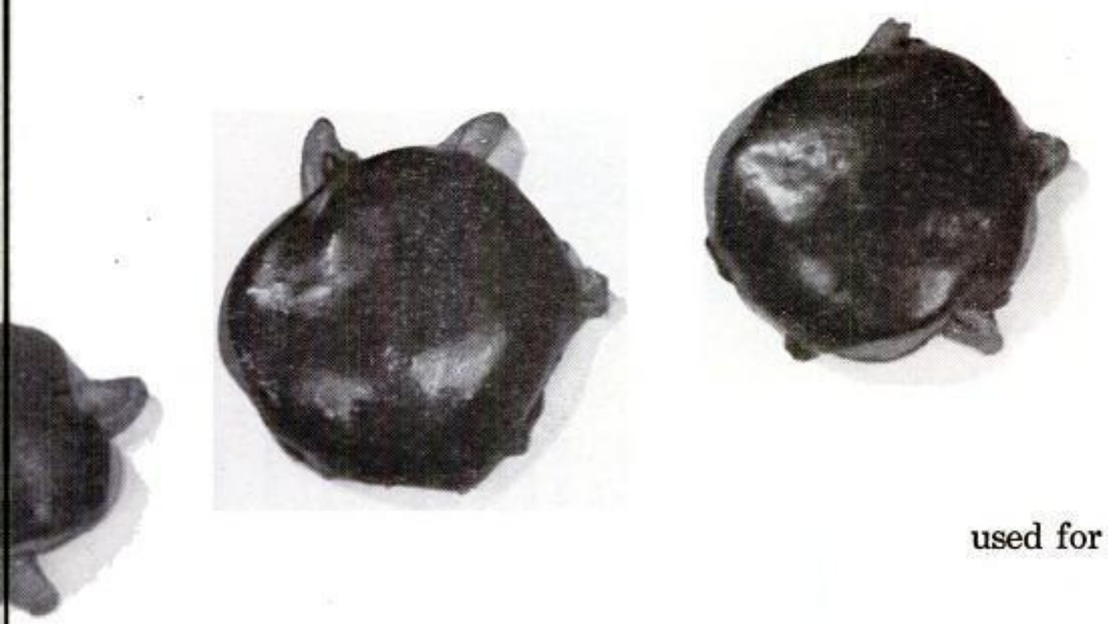
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and here's your Recipe...

Cookies

$100,000 Recipe and Baking Contest SNAPPY TURTLE COOKIES





A SNAP TO MAKE... SNAPPY LOOKING... SNAPPY EATING... KIDS SNAP 'EM UP

Mrs. Harlib, the grand prize winner, starts out with the things most people like best in cookies . . . a rich brown sugar cooky mixture, chocolate and nuts. Then she puts them together in an entertaining and unusual shape, without once reaching for a cooky-cutter or rolling-pin.

Her recipe was designed for Pillsbury's Best Flour, which she has used for years. Mrs. Harlib says, "If you want a bit of advice from me—double the recipe. It'll amaze you how fast turtles can go."



Tortoise and Hare. Four times Mrs. Peter S. Harlib entered the Grand National. Then this year, from electric range number 100 among 100 contestants, Mrs. Harlib walked off with the $25,000 First Prize.



Arthurs Snap Turtles. Here are Arthur Godfrey and Art Linkletter biting into Mrs. Harlib's Snappy Turtle Cookies just after she had won the grand prize. Mrs. Harlib is the wife of a Chicago policeman, the mother of twin 10-year-old boys, and an active worker in civic, school and service organizations.

THE $25,000 SNAPPY TURTLE COOKIES

1st Prize-Winner by Mrs. Peter S. Harlib, Chicago, Illinois

This recipe was designed for Pillsbury's Best.
Results are guaranteed only with Pillsbury's Best

BAKE at 350° F. for 10 to 12 minutes. MAKES 2½ dozen cookies.

Sift together... 1½ cups sifted **Pillsbury's Best Enriched Flour**
¼ teaspoon **soda**
¼ teaspoon **salt**

Blend together.. ½ cup **butter** or margarine and
½ cup firmly packed **brown sugar**, creaming well.

Add..... 1 **egg** and
1 **egg yolk**; beat well. (Reserve white.)

Blend in..... ¼ teaspoon **vanilla**
⅛ teaspoon **maple flavoring.**

Add..... dry ingredients gradually; mix thoroughly.

Arrange..... split **pecan halves** (rounded side up) in groups of three on greased baking sheets to resemble head and legs of a turtle.

Mold..... dough into balls (use rounded teaspoonful of dough for each). Dip bottom into **egg white** and press onto nuts.

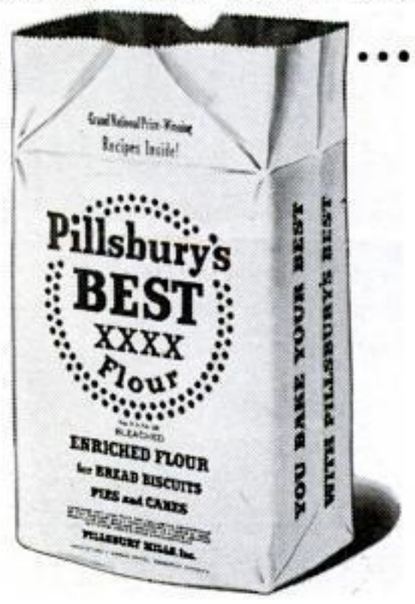
Bake..... in moderate oven (350° F.) 10 to 12 minutes. Do not overbake. Cool and frost generously.

CHOCOLATE FROSTING

Combine 2 squares (2-oz.) Baker's Chocolate, ¼ cup milk and 1 tablespoon butter in top of double boiler. Heat over boiling water until chocolate melts; blend until smooth. Remove from heat; add 1 cup sifted confectioners' sugar. Beat until smooth and glossy.

Pillsbury's BEST

The GRAND NATIONAL Flour



NEW COOKBOOK coming soon, with all 100 new prize-winning recipes from Pillsbury's 4th Grand National Bake-off. Send 25¢ to Ann Pillsbury, Box 122, Dept. L, Minneapolis, Minn.

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CLOSE-UP OF COELACANTH SHOWS PADDLELIKE FINS ON LONG APPENDAGES WHICH PROVIDED LAND LOCOMOTION FOR ITS ANCESTRAL RELATIVES. FINS AND

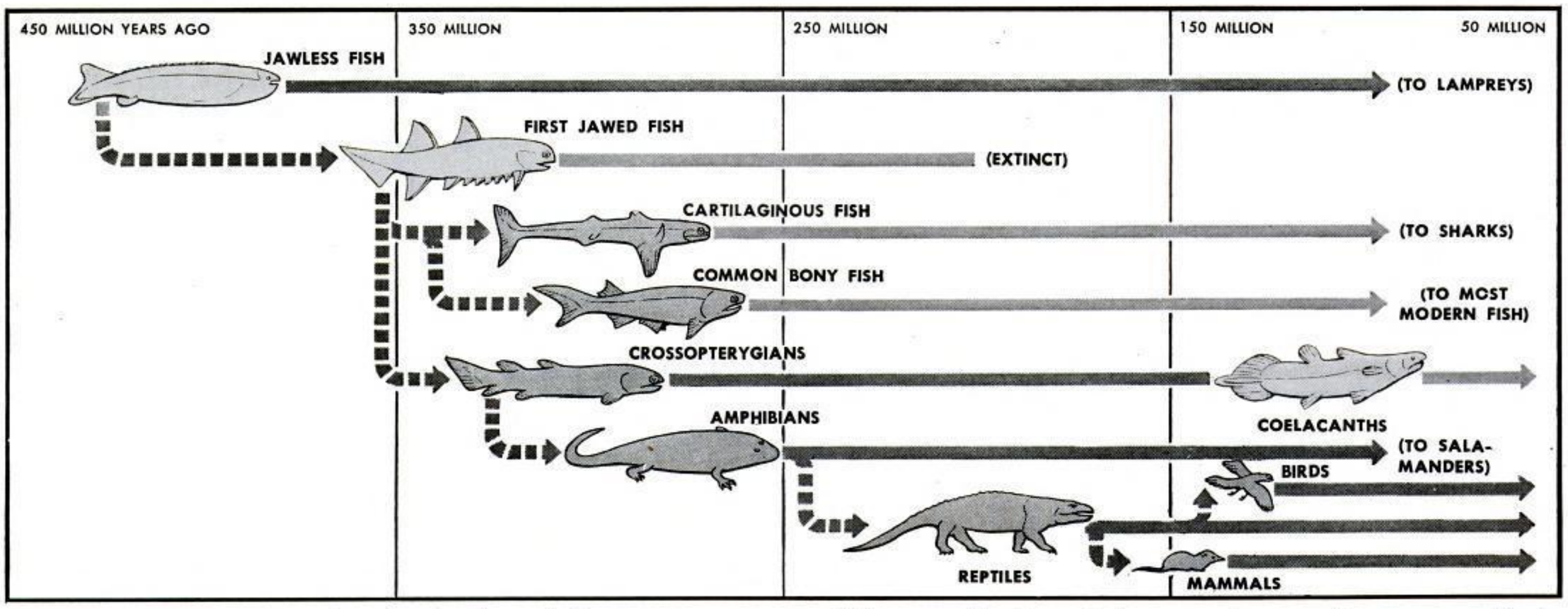
A NEW 300-MILLION-YEAR-OLD CLUE

A strange fish named coelacanth, whose ancestors were the link between early water and land

The fish lay on the sheet-draped table, dead and ugly. Its big bony head was bashed in. Its eyes and brains were rotting. Its flipperlike fins were frayed. Salt had been rubbed in as a preservative and a gallon of formaldehyde pumped into its five-foot-long body. Under the hot African sun, where a photographer for LIFE had put it to get this first good portrait, it smelled bad. But it was still something to see and to wonder at, for it was a coelacanth, the greatest natural history find of the century.

The coelacanth (pronounced seal-a-canth) is a living relic from prehistoric times, so close a relative to the aquatic ancestors of land animals (*below*) that its fins resemble crude legs. For 300 million years coelacanths have swum in the earth's waters, steering slowly about in shallow, fast-moving currents near rocky coasts, retaining their primitive features. Their fossils are found all around the globe. Yet only once before (LIFE, April 3, 1939) have scientists set eyes on one, and it had been ruined by a taxidermist before it could be studied.

This new coelacanth was saved for study by a South African ichthyologist, Dr. J. L. B. Smith of Rhodes University. For 14 years he went along the east African coast asking fishermen to watch for coelacanths and passing out leaflets promising £100 reward for one. "He often nudged me in bed," recalls Smith's wife, "and said, 'Margaret, wake up.



EVOLUTION FROM FISH is charted to show how primitive creatures gave rise both to direct descendants (*solid arrows*) and to descendants that evolved to higher types (*dotted arrows*). Crossopterygians were direct ancestors of coelacanths but were also starting point for amphibians, reptiles, birds and mammals.

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SKELETON PROVE IT CLOSE RELATIVE OF EVOLUTION'S "MISSING LINK"

TO EVOLUTION

animals, is pulled from water near Madagascar

Do you think there might be coelacanths in the Mozambique Channel?' " When a fisherman named Ahmed Hussein finally landed the odd fish between Mozambique and Madagascar, he was shown a leaflet and Smith was notified. Smith routed South Africa's Prime Minister Malan out of bed to borrow a plane, flew off to fetch his prize (*below*).

Smith will spend a year cutting up the coelacanth and studying its insides. Since the coelacanth is the closest surviving relative to the ancient creatures that linked water and land animals, Smith hopes the studies will help him discover how early steps in evolution took place. After settling that, Smith will go fishing for more coelacanths.



GUARDING HIS TREASURE, Dr. Smith sleeps in a hotel room with his coelacanth, salted and partially embalmed, sealed in the coffinlike box on floor.

CONTINUED ON NEXT PAGE

Feed your dog as the Experts do!



9 out of 10 dog experts feed a dry-type food like FRISKIES

A COMPLETE FOOD! Friskies is a scientifically balanced formula, a true-type meal with every food element dogs are known to need!

VARIETY AT EVERY MEAL! 19 ingredients–the chief of which is meat meal and bone meal! Dogs love Friskies' "meaty" taste!

SAVES ON "EXTRAS"! 2 lbs. of Friskies contain as much *protein* as 3 lbs. of beef or 6 qts. of milk, as much *iron* as 3 lbs. of liver, as much *minerals* as 3 doz. eggs.

TESTED AND PROVEN! Backed by 21 years' research with dogs of all sizes and types at the Friskies Research Kennels on the famous Carnation Milk Farm.

COSTS HALF AS MUCH TO FEED...as canned dog food! 2 lbs of Friskies Meal contain as much moisture-free food as 6 one-pound cans of the average dog food!

Meal and Cubes in 2, 5, 10, 25 and 50-lb. sizes.

A frisky dog is a healthy dog ...keep your dog frisky with

Friskies

FRISKIES CUBES are the same famous formula as Friskies Meal in crunchy, bite-sized morsels that exercise your dog's teeth and gums. Feed as is! Nothing to add—not even water! Like Friskies Meal, Friskies Cubes are a *complete* food. Serve both for variety!

Albers Milling Company • A Division of Carnation Company

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Now with **PEPSODENT!**

Clean Mouth Taste for Hours

Thanks to **ORAL DETERGENT** Discovery!



Leading Dental Journal Reports ORAL DETERGENT Cleans Teeth Cleanest!

In a Mid-West University, dentists compared Pepsodent with *all* other leading tooth pastes. They reported Pepsodent with gentle **ORAL DETERGENT** (not soap or chalk like other tooth pastes) "Cleans teeth cleanest of all!" Your own proof is the clean mouth taste for hours. See for yourself.



White or Chlorophyll—PEPSODENT with ORAL DETERGENT cleans teeth cleanest!

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FOR INFANTS, CHILDREN
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HERITAGE!
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American Broadcasting Company
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Make Your Bread RY-KRISP!



Famous Reducing Plan on every package

Filling, far more hunger-satisfying than soft, quickly eaten breads. Whole-grain-rich in proteins, minerals and B-vitamins. Delicious!

COMPARE THE CALORIES:

Ry-Krisp, 1 double-square wafer	21
Bread, 1 slice	63
Plain roll or bun	118
Biscuit or muffin	129



FOSSIL COELACANTH, a petrified skeleton embedded in layer of solid stone, was one of hundreds found during excavations for library at Princeton University campus in New Jersey. The fossils date back 160 million years.



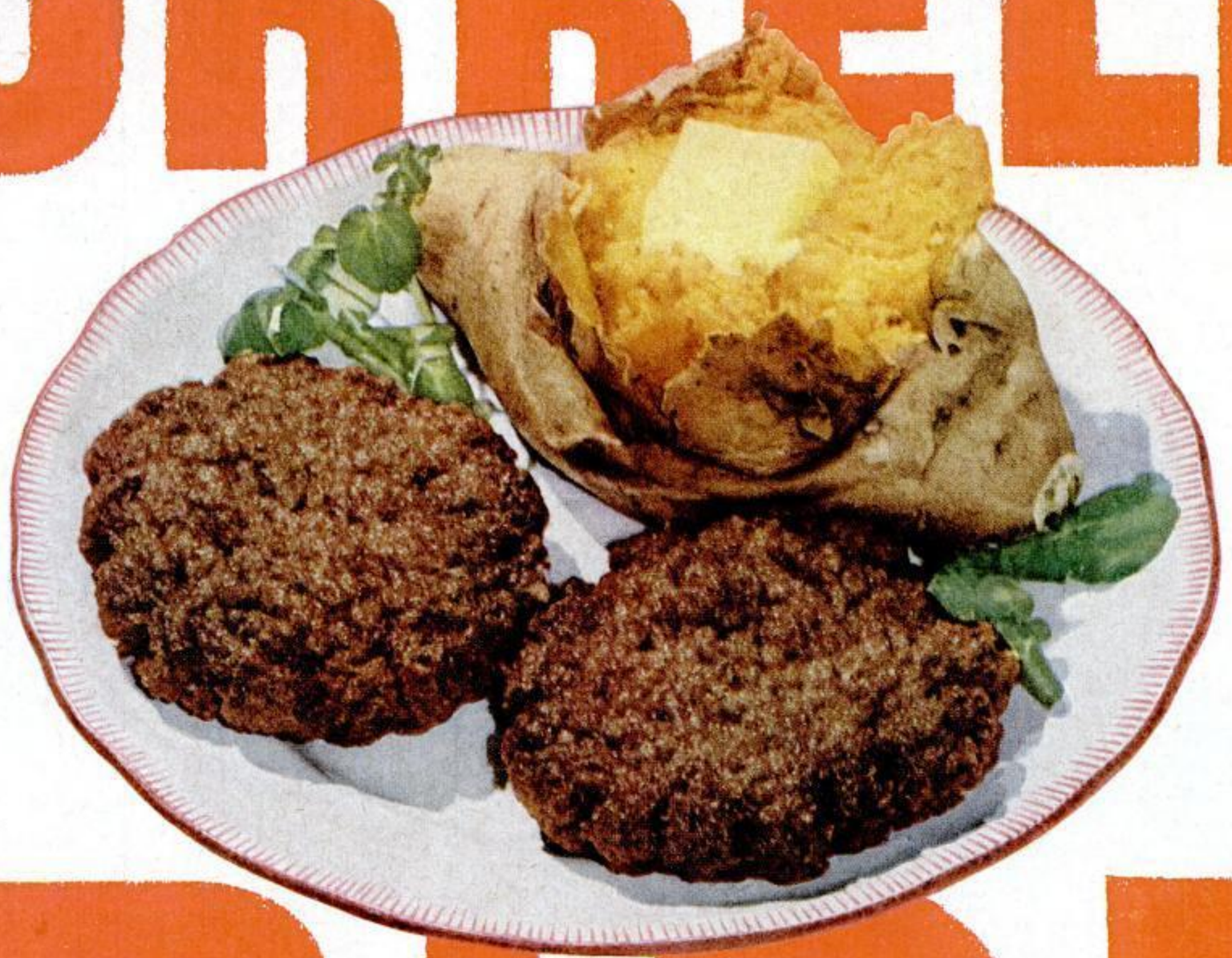
SMITH AND HIS HELPERS posed with fish as soon as scientist (*center*) arrived. Smith said name of fish would be Malania Anjouanae. after Prime Minister Malan who lent plane for trip, Anjouan District where fish lived.



A PEEK FOR MALAN (*left*) was first duty for Smith (hand on fish). Then he gave Malan one of fish's scales as memento of Malan's help. "I apologize for the smell," said Smith. "It's very ugly," observed the prime minister.

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Fragrant, sizzling sausage
says "come-and-get-it!"
And when it's Morrell Pride
Sausage, there's no doubt
of its quality and flavor.
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and seasoned just right.
This is a product we are
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MORRELL PRIDE BREAKFAST SAUSAGE LINKS... delicious blending of pure pork and mild seasonings in handy can for year-round use.

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Yippee! A new grand

SO SPEEDY-EASY WITH JELL-O PUDDINGS AND PIE FILLINGS



ICE BOX COOKIE CAKE

1 package Jell-O Chocolate Pudding and Pie Filling
1 envelope (1 tablespoon) unflavored gelatin
1¾ cups cold water
1 pint chocolate ice cream
38 Nabisco Snack Size Cocoanut Bars (about ½ box)

Combine pudding mix, gelatin, and cold water. Cook according to directions on package for pudding. Cool about 5 minutes; stir once or twice. Then add ice cream; stir until melted. Chill 10 to 15 minutes or until slightly thickened.

Arrange 6 cookies in the bottom of a greased 9- x 5-inch loaf pan. Spoon one-third of the pudding over the cookies. Then place 12 cookies on top of pudding and 4 cookies against both long sides of pan. Continue layering pudding and cookies, making 3 layers of each. Chill until firm (at least 1 hour). Unmold, garnish with whipped cream. Makes 8 servings.

Substitute Jell-O Butterscotch, Coconut Cream, or Vanilla Pudding and Pie Filling with vanilla ice cream, if desired.

Other quick Nabisco and Jell-O Pudding & Pie Filling treats...



Coconut Orange Pudding. Prepare Jell-O Coconut Cream Pudding and Pie Filling according to directions for pudding. Garnish with mint leaves. Serve with Oreo Creme Sandwiches.

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dessert—ICE BOX COOKIE CAKE

AND NABISCO'S NEW COCOANUT BARS!



Never, never, never has there *ever* been an Ice Box Cake as grand and glorious as this prize beauty!

And that's only half the good news! This one is easy—and we really mean *easy!* Take a peek at the ingredients and right away you'll guess why!

Jell-O Puddings and Pie Fillings are famous shortcuts to grand desserts—and with the new, *crunchy-good* Nabisco Cocoanut Bars—well, words can't describe this new *easier* Ice Box Cake. You'll just have to taste for yourself!



NABISCO® COCOANUT BARS

JELL-O Puddings & Pie Fillings

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORP.

Vanilla Pudding Banana Split. Prepare Jell-O Vanilla Pudding and Pie Filling according to directions for pudding. Spoon chilled pudding into serving dishes over quartered bananas. Garnish with cream and a cherry. Place 2 Nabisco Chocolate Snaps at sides.

Lemon Pudding. Prepare Jell-O Lemon Pudding and Pie Filling according to directions for pudding. Garnish with whipped cream and cranberry sauce. Press 4 Nabisco Vanilla Wafers into each serving.

Butterscotch Circus Pudding. Prepare Jell-O Butterscotch Pudding and Pie Filling according to directions for pudding. Garnish with green-tinted whipped cream, marshmallow and a Barnum's Animal Cracker on top. Serve with additional animal crackers.

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Here's how you wash!

Away from damp basements, wringers and steamy hot water. It's all done automatically!



Here's how you dry!

Out of the weather. No more rain, snow, sleet or ripping winds, no poles or pins. It's automatic, too!



Here's how you feel!

Like a million! With extra pep and energy, with no nervous overwork strain. Your family'll love you!

You wash, you dry, without a care in Frigidaire's new "Porcelain Pair"!



Live-Water Washing gets the deep-down dirt ordinary washing actions can't touch!

Common, ordinary dirt—or even the ground-in grime that often digs into clothes doesn't stand a chance against Live-Water washing action!

Hot, sudsy water floods through every fiber of every piece—flushing away every speck of dirt.

New Float-Over Rinse

It's a Frigidaire exclusive! Makes sure that no trapped dirt will drain back through clean clothes. All of it floats over the sides of the tub and away, along with the used wash water. And Rapidry Spin takes out far more water than any other washer.

Then your Frigidaire Automatic Washer—finished in Lifetime Porcelain—drains, cleans, shuts itself off.

For "Miracle Fabrics" Too

Thorough washing and rinsing plus even suds distribution, water temperature control and flexible operation, make Frigidaire ideal for all fabrics—from cottons and woolens to Dacron, Orlon, Dynel, Nylon.



New Electric Dryer—dries in any weather—never throws humid heat or sticky lint around!

Here's a wonderful work-saver—a way to dry your clothes without weather worries. To dry them to fluffy sweetness for storage, or damp-dry for ironing as you choose. And to do it without ropes or pins or poles, without bending or stretching!

The Frigidaire Filtra-matic Dryer dries perfectly—but, unlike ordinary clothes dryers, won't throw objectionably humid heat or sticky lint around the room, to cloud up windows, cling to walls. Yet it requires no complicated special plumbing, tricky installation, or costly, unsightly vents.

Cabinet *and* drum are finished in sturdy, rust-proof Lifetime Porcelain, the always-bright finish, for longer life—and less wear and tear on clothes, too.

For *your* Porcelain Pair demonstration, see your Frigidaire Dealer. His name's in the phone book's Yellow Pages—or write Dept. 1, Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Toronto 13, Ontario.

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Automatic Washer and Dryer

Enjoy Arthur Godfrey's daytime show on TV or radio. See papers for details.

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JAMAICA BOYHOOD: A MEMORY



WALLACE KIRKLAND AS HE LOOKED IN THE '90s

After 50 years Photographer Wallace Kirkland recaptures his own past

One of the most haunting desires of every man is to recapture boyhood. Most men try it simply by thought; some actually return to the place where they left it and hope to find it as though it were a lost jackknife in the grass. The lucky ones find at least grass, not a new housing development. The luckiest may even find a streak of rust where the knife was.

Wallace Kirkland is a LIFE photographer, past 60 years of age. He was very lucky when he went in search of his boyhood to Jamaica, where he was born and lived the first 14 years of his life. Many of the places and objects he remembered, and indeed, a few of the people, were the same. The plantation houses near Port Antonio in which he lived, one called Retreat and the other Hartford, were gone. His parents and many of his boyhood friends were dead. But still he found much more of his boyhood—at least the environment of it—than most men ever find. He also wrote about it: the words on the next eight pages are his. To help him reconstruct it he asked a Jamaica boy named Winston Feurtado (*below*) to go with him. Sometimes this helped, more often not. Communication between youth and age is difficult, and the transmission of memory impossible. On the whole it was a very successful search, hampered only a little by the overlayers of civilization which becloud everything, even in Jamaica. Kirkland's moments of frustration were few, and only one really annoyed him. "Portuguese men-of-war, a kind of jellyfish, used to get stranded on the beach. When I was a boy I delighted in jumping on them and hearing them pop. There was one on the beach this time too, and I popped it. Nearby was another. I lifted my foot to pop that, then looked again. It was an electric light bulb."

IN A KIRKLAND PHOTO, A CONTEMPORARY JAMAICA BOY STARES INTO THE TREE-CANOPIED POOL WHICH HAS REMAINED UNCHANGED IN HALF A CENTURY

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SHARK BAIT in the form of scrawny and melancholy pigs is still plentiful today. The animals run half wild and feed on fallen, broken coconuts.



SHARK JAWS, held up by Kirkland's father, yielded scores of sharp, polished teeth. These were mounted in a silver necklace for Mrs. Kirkland.

FISH ROCK, at the end of which the boy used to dangle lines for sharks, has resisted the assault of wind and water, which can usually change the landscape

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overnight. Kirkland remembers that a storm once uncovered a Spanish fort complete with cannon on the beach nearby; a day later another storm covered it up.



KIRKLAND FAMILY included Wallace, parents, sisters and grandmother. This picture was taken by a Kingston photographer who still has the negative.

THE BOAT BROUGHT STILL ANOTHER GIRL

I was born on a coconut plantation called Retreat, near Orange Bay in the parish of Portland. My father, William Kirkland, had come out from Scotland as a young man and married a Kingston girl. When I was 5, I had three sisters, 6, 4 and 3. Of course we had come from the sea, had been brought in ships and deposited on the beach, as all babies are. We decided we needed a baby brother and we went about getting one. Father had a large red megaphone, as tall as we were, which he used to hail passing ships. We borrowed it and stood on a point of land shouting, "Ship ahoy, please bring us a baby brother." Our faith was so great that we had a woven palm-leaf basket packed with a complete layette for the baby. I still recall very vividly its size and shape, and have always thought of it as the kind of basket Moses was found in. But one day our Negro nurse took us on a long walk, and while we were gone a ship landed a longboat and left another baby sister on the beach. When we got home the baby was already in mother's room, in her arms. I remember mother telling afterwards how we refused to kiss her, how we all turned and left the darkened room. The ships never left any more children.

Dad and I used to catch sharks at Fish Rock, which juts out into blue water 16 feet deep at the end. A path led down through the rose garden, past the Wedding Bouquet Tree and out onto the rock. (The Wedding Bouquet Tree was a Cape jasmine. Mother's wedding bouquet was made of Cape jasmine; she brought it with her in the buggy to Retreat, and after it was faded it was thrown on the rubbish heap. It rooted and grew at about the same rate we children did. Whenever we walked down to Fish Rock we would search among the dark green leaves of the tree for flowers. If one was found there would be a race to the house to tell mother that her tree was flowering again.)

The line we used to catch sharks was about the diameter of sash cord. The hook was even bigger than my father's hand. For bait we used a small dead pig. There were hundreds of pigs at Retreat. They used to feed on broken coconuts. Some of them were always dying. The pig would be hooked on the line and tossed out to drift around in the current. When a shark swallowed the bait he would be allowed to swim out almost to the end of the line. Then my father would brace his feet against the rock and haul him in. He'd pull him to a point just below the rock, then take a quick turn on the line and fire a big soft bullet from a Martini-Henry rifle into the shark's head. Later he would cut out the backbone and the jaws with their hundreds of teeth. Once, inside a shark, Dad found a newborn horse colt with just the head missing, and an empty five-pound butter tin that had been tossed off a passing ship.

When I went back this time I took the Jamaica boy to the Rock to watch him fish. His line was a modern one made of nylon. I didn't like the looks of it and was glad when a barracuda broke the line in his first rush. I remembered that when I went after smaller fish I used soldier crabs for bait. The shells would be cracked open and the claws broken off and the meaty part put on the hook. We used an old square-headed iron bolt as a hammer to crack the shells. As I stood there on the Rock I saw in a crevice, far down out of reach, the remnants of something rusted.

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BATS, MONGOOSES AND

I took the young Jamaica boy to the places I had known and watched him go boating and fishing and do all the other things that I had done. I took him to a cave where 50 years ago I had found hundreds upon hundreds of bats roosting. Their descendants were still there. I found the son of the man who had taught me how to throw a fishnet, and he in turn taught the boy. And while the boy played I remembered things he had no way of knowing.

At the far end of the beach a small stream flowed into the sea. Down this my sisters and I used to sail boats made of coconut husks with sea-grape leaves for sails. The stream would take them out into the sea, and if they were not capsized by the waves they would sail far out of sight across the water, through and past the long flat trails made, or so we thought, by sea serpents, but really by wind.

Giant turtles came ashore to lay eggs on the beach. Father used to describe the "crawl" they made when they came out, and told us that if we ever found such a crawl we were to follow it up into the brush where we might find the turtle laying eggs. We never found one. But Dad did. He put a piece of chicken wire around the nest and embedded it in the sand. When the turtles hatched he put some in a bucket and took them up to the house. He counted the others and let them go. There were 135.

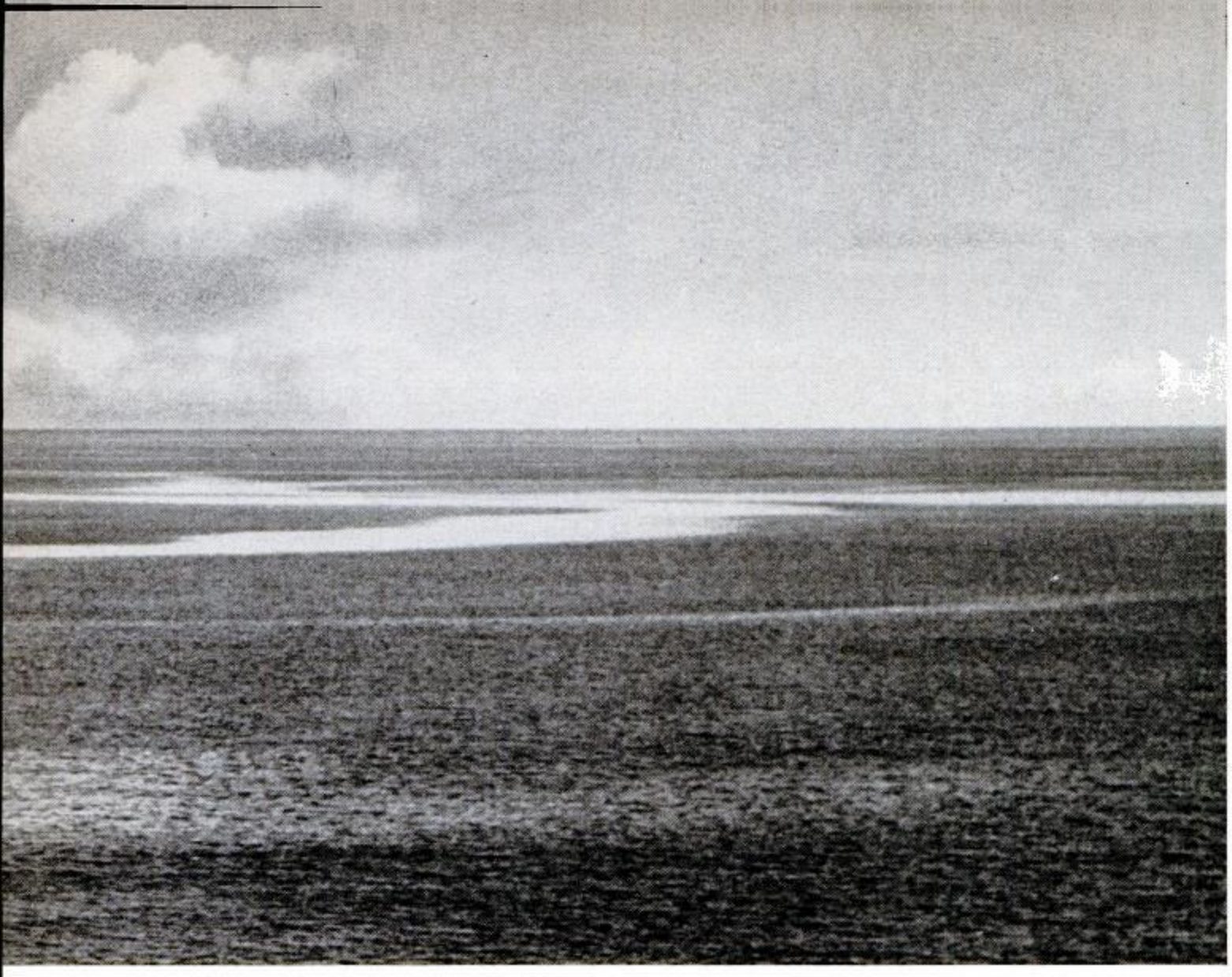
Mongooses were brought to Jamaica to kill rats. They did. But then the mongooses became pests and we set traps for them. If I caught one I'd carry it in the trap to the house. Everyone would come out to watch. The door would be opened and the mongoose allowed to







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SEA SERPENTS' TRAILS

start for the safety of a cactus fence. Then the dogs would be turned loose to try to catch him. Somehow we thought we were giving the mongoose a sporting chance, but I don't remember one ever getting away.

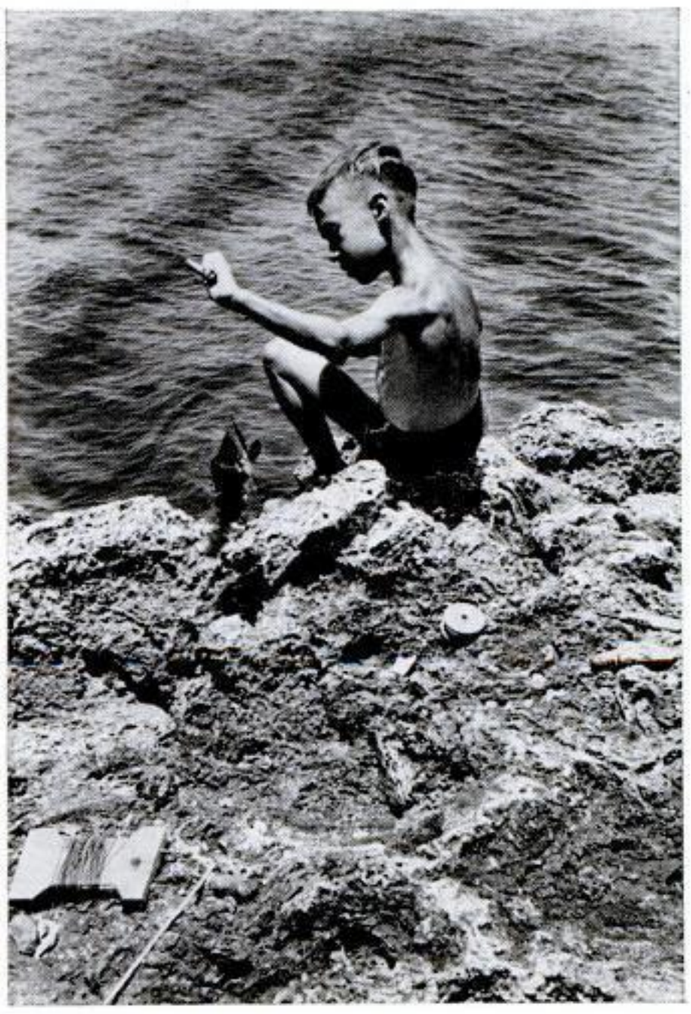
We could catch birds without hurting them. Sap from the breadfruit tree was mixed with sap from the milkwood tree, and when it thickened we chewed it until it was soft and sticky. Then the gum was smeared on a many-pronged branch which was tied to a pole. When the birds lighted on it, they could never get loose.

I remember finding the nest of a nightingale in a myrtle tree near our house. Where the tree had come from, no one knew—myrtles do not grow within hundreds of miles of that place. When I went back I found an offspring of the first myrtle growing within a few yards of where its parent had stood, and suddenly there came into my mind the verse my schoolteacher had taught me—*We know a secret, just we three, the bird and the nest and the myrtle tree. . . .* The boy was not impressed.

The boy could not understand why I would break suddenly into laughter. I saw a flight of white gaulins—small herons—and remembered my father. He once fired his shotgun into a flock as it flew over the water, then stripped and swam out to get the birds. When he took them home, Mother was furious. Not because he had shot them, but because he had exposed himself in front of me. Dad explained that he had used the birds for cover, and had been properly decent when he approached his son. A long time after, when I saw Sally Rand in Chicago, I remembered Father and the gaulins.









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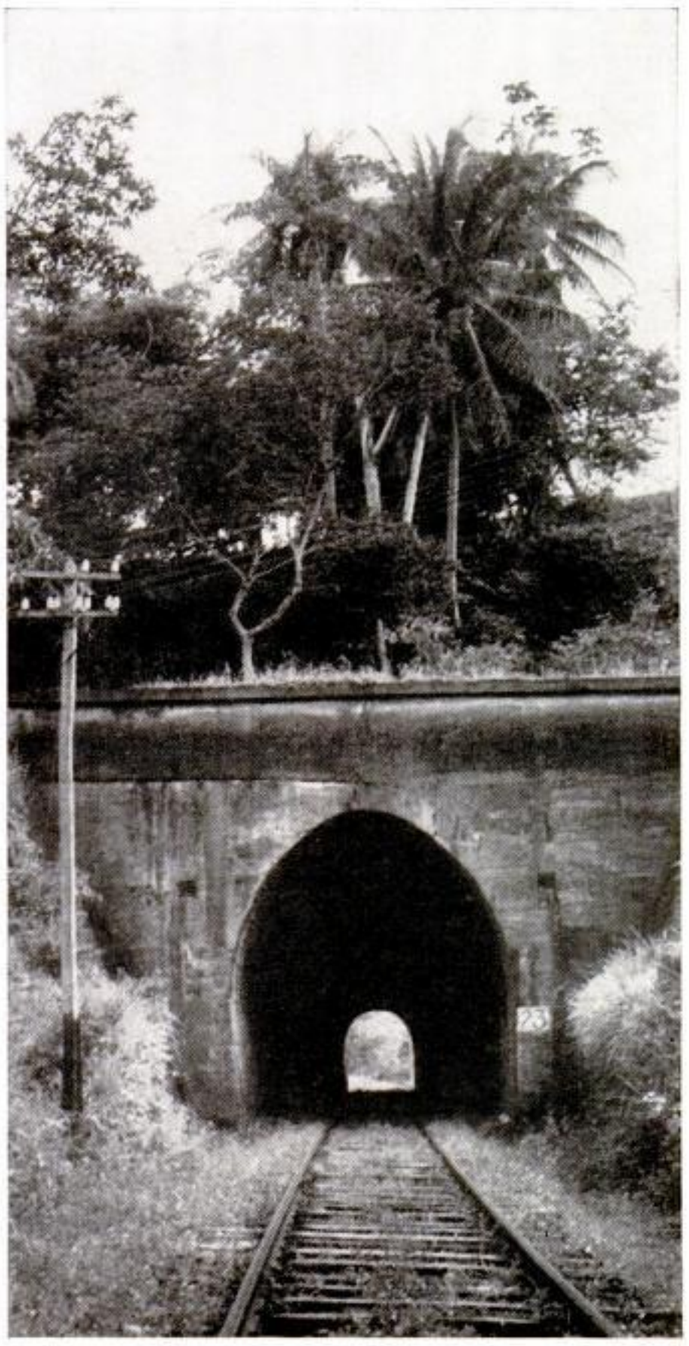
JAMAICA ALPHABET

One of the boys I played with was Burke. After nearly half a century he came up to me on a back road, a great broad grin on his face, and said, "Marse Wallace, I'se Burke." The sound of his soft voice speaking the Jamaica "language" brought back something that has been buried in my mind since I was 6: the Jamaica alphabet. *A* is for Asano, look how him stan (I never knew what an asano was, and still don't know); *B* is for Buckra, berry bad man (buckra is a plantation overseer); *C* is for Cat, him name call Maria; *D* is for Duppy, him eye shine like a fire (a duppy is a ghost); *E* is for Eel, him live a the ferry; *F* is for Fiddler, him play very merry; *G* is for Governor, live a King's House; *H* is for Dry Harbor, place poor as church mouse (Dry Harbor is a small Jamaica town); *I* is a gentlemen very well bred; *J* is for John Crow, him got a peel head (a John Crow is a buzzard whose head is naked); *K* is for Kelilloo, nice when him boil (kelilloo is calalu, a spinachlike green); *L* is for Lizard, him tail always spoil (Jamaica abounds in chameleons. Most of them have broken tails, which grow back after damaging); *M* is for Monkey, look on his face; *N* is for Nana, her cap trim with lace; *O* is for Oliphant, look on him snout . . . I have forgotten most of the rest.



DEAD MEN IN THE TUNNEL

Roast suckling pig was one of the special meals at Retreat. It was always brought in whole with a lime in its mouth. But pork would give Mother spells. She'd get nauseated and leave the table. Her reason was the accident in the tunnel. Some of the plantation workmen borrowed a handcar and started out for a day of celebrating. Celebrating in Jamaica then as now consisted of drinking rum, preferably with the liquid from green coconuts. There is a tunnel on the railroad line that was built by a South African engineer named Marinus Janse, who was fond of mother and let her christen it by being the first person to walk through it when it was finished. The men were pumping through this tunnel when they ran smack into an oncoming train. The number killed I think was six. Mother and Dad went down to look. We children were not allowed to go. When they got there they found the killed men lying side by side in a row in the tunnel. Mother said they looked like freshly killed pork and that was her reason for getting sick.



FEVER GRASS,

When we were children a "bush bath" was a serious cure for fever. When I went back, I wanted to try one again. I found an old medicine-woman named Rowena and asked her to make one for me. She lives in the hills behind Priestman's River and is called in to cure all kinds of sickness. Rowena learned the use of medicinal herbs from her grandmother, who learned it from her grandmother, who learned it in Africa. Rowena spent an entire morning gathering the things she needed to make the bath, and these are the names she gave to them: maidenhair fern, rosemary, cow-tongue, creeper, colon mint, ram goat regular, devil's

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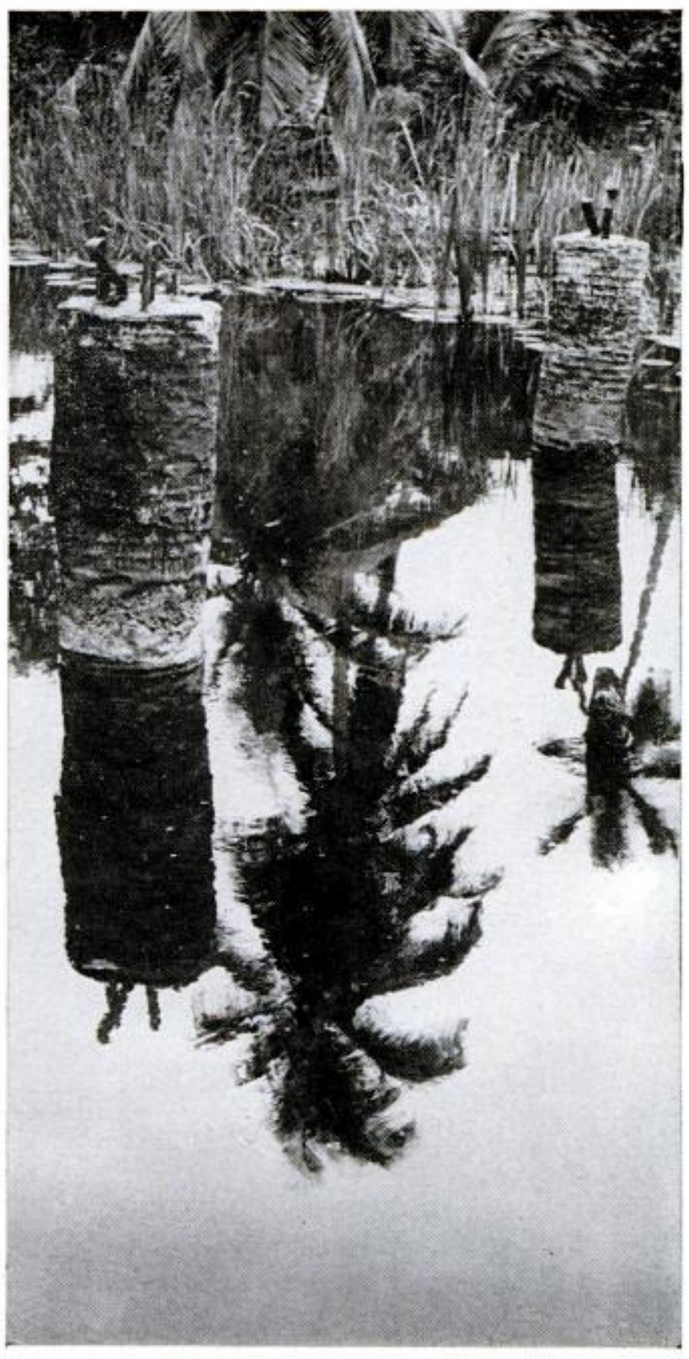
BASLEY WILD

horsewhip, sweet broom, quackno, jacknabush, love bush, long joint, make pappa stay at home, wisdom weed, Joseph's coat of many colors, dragon, basley wild, basley tame, search my heart, fever grass, panjaba, sour sop bush and tree of life. She put them all in a kettle and boiled them. The liquid was dark and highly scented. I took the bath in a very old tin tub out on the grass. Then Rowena produced a small bottle of white rum and anointed me with it. After that we both drank the balance of the rum. Whether it was the rum outside or inside, or the medicinal powers of the bath, I don't know, but I felt better after it.

''EVENING, CHARLOTTE'

One of the most emotional experiences I had on this return to my childhood was meeting Charlotte. She was one of our nanas and had helped nurse most of us at one time or another. On my first Sunday in Jamaica I went up to see her. She lives in a neat little thatched house on a trail off the main road. Her husband, William, was in the yard and I talked to him first. He remembered me without being told, and he remembered my father well. "Man once lick me down with a stick. Your father take off his shirt and wrap it on my head for me." I asked him to call Charlotte, but not to tell her who it was. The old woman came out of the cottage rubbing her eyes and tying a white bandanna over her kinky white braids. I looked at her and said softly, "'Evening, Charlotte." She looked into my eyes a moment and said, "Who you?" I made no reply but waited. Without another word she walked once around the hut, came back to me, covered the lower part of my face with her hand and looked into my eyes. Then she said, "Marse Wallace, lordy, lordy. How is Miss Daisy, Miss Katie, Miss Ena, Miss Elsie?" She was nearing 80 and hadn't seen any of us in over 45 years. I grabbed her wrinkled old black hand and kissed it. Tears came down my face and down hers.



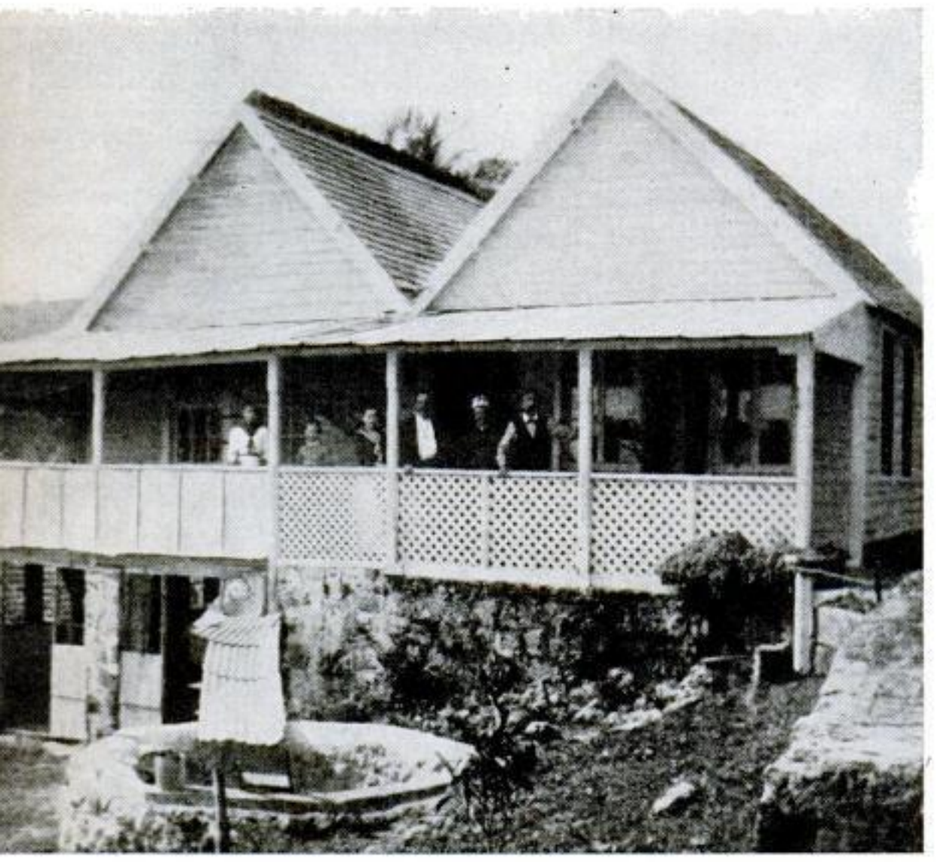


A DRINKING MAN'S DEATH

Mother was always reforming father. Once she made him give up drinking. But before that, in Dad's godless days, he and a bachelor planter named Eutineau went down to a lagoon to blast fish. They were drinking rum and tossing short chunks of dynamite into the lagoon like firecrackers. The blasted fish would rise to the surface. As the rum began to take effect, they held the charges in their hands longer and longer. Dad yelled, "For God's sake, throw it!" and covered his face with both arms. The dynamite went off in Eutineau's hand, blew his arm clean off at the elbow and filled Dad's arms and forehead with splinters of bone. They got a doctor, but there was no chloroform or morphine. Eutineau drank some more rum and made jokes while the doctor evened up the stump. But blood poisoning set in, and in a couple of days Eutineau died. Always after that, whenever we crossed the bridge over the lagoon where it happened, Mother would talk about sinful living. When I went back, the old piers of the bridge were still there.

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THIS WAS HARTFORD HOUSE BEFORE THE STORM

THE GREAT HURRICANE

My boyhood came to an end in a single night in 1903. I was awakened by the sound of hammering in the room. My father was nailing boards over the windows. Then I heard the first gust blow, very softly, gradually increasing in strength. The whole house shook. I hurried over to Mother's room and found her and my sisters sitting on the bed whimpering. Gust after gust came with increasing ferocity. Alfred Brown, the coachman, came in and told Dad the stable was being blown away and that he had turned the horses loose. The other servants came in and joined the group in Mother's room. The time was around midnight. The windows had all been battened down and the lamps were still lit. The house was an airtight box around which the wind raged. It was an unearthly sound, a terrible taut thing. Then the wind got under the corner of the roof and the breach had been made. With the next gust more of the roof went, and plaster began to fall. The first piece fell right into the chimney of the kerosene lamp and the whole house was dark. Mother got us together under the door jamb between her room and the hall. She thought the jamb might be of some help when the roof fell in. I remember her saying she wanted us all to be together when they found us. One of the servants started singing in a high voice, "O God, our help in ages past." Then Dad got us downstairs into the basement and we huddled in the back part where the walls were thickest. There we stood trembling, knee-deep in water, and heard the house being torn apart above.

By daylight the wind had gone. The back wall of the house and a piece of the roof were all that was left standing. Most of the trees were down, and there wasn't a leaf on those still standing. The kitchen, servants' quarters, the school bungalow, stables, carriage shed —everything was flattened. The horses had weathered it out in the open. They were all whinnying around the wreckage of the barn for corn. Every banana tree on Hartford was down and all father's source of income had been cut off. He had no money in the bank. The government voted a small relief fund, but it was merely to keep people alive. My Dad was through.





DESCENDANT STANDS NEAR TOM PERRY'S GRAVE

BUT GHOSTS LINGER ON

The homesite at Hartford (*left*) is—so they say—haunted. My father, who died a year after the storm, is seen riding over the hills at night in his buggy. Recently my mother has joined him. She is seen in a white dress with large silver buttons. The moon glistens on these. The reason for the haunting is this: as soon as my father was downed, his former headman, Tombell Perry, became a big shot. He built himself a pretentious house at the entrance to the property, and rebuilt part of our old house, and moved his daughter in. My father's ghost must have objected. Another hurricane hit, and the rebuilt house was damaged. In 1917 the ghost really got going, and this time a hurricane took all of the house away and killed two of Tombell Perry's grandchildren. Tombell Perry's house was wrecked. Then he died. No one goes near the place now. I don't think anyone ever will. I took delight in telling Perry's grandson that my mother is not buried under ground, but is on a "shelf" (she is in a mausoleum), and that her ghost will never rest until she is buried at Hartford.



WALLACE KIRKLAND, now in his 60s, appears far younger. Perhaps his boyhood was responsible.

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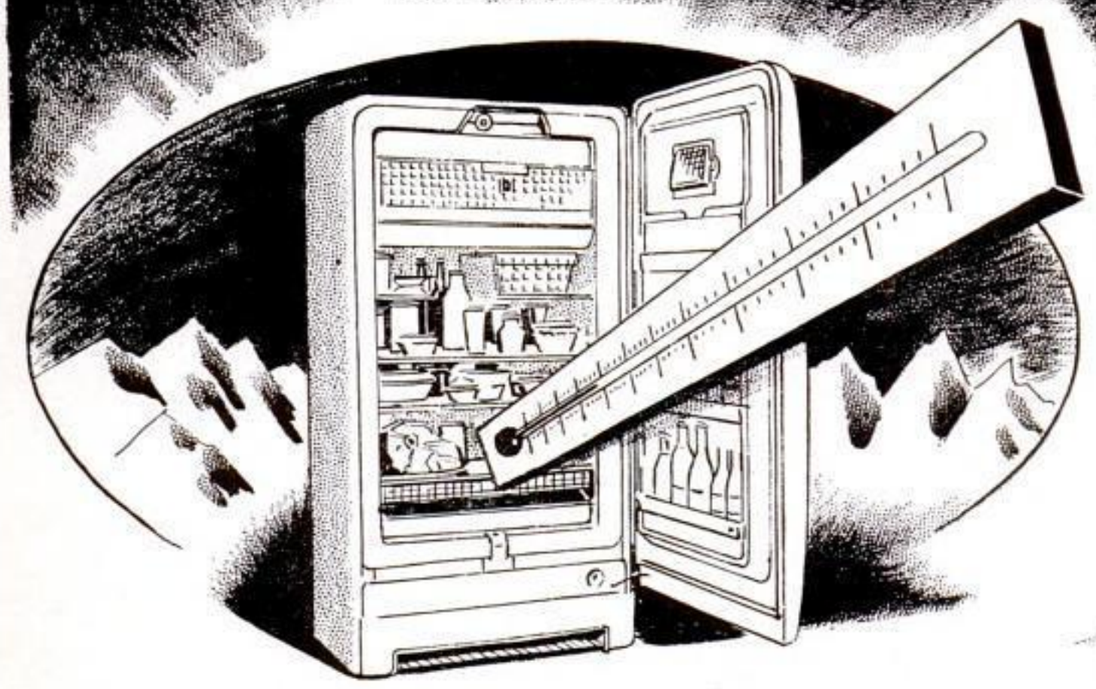
RIPLEY'S

HUMAN CENTRIFUGE THROWS NEW LIGHT ON PILOT BLACKOUTS!

FLYERS SOMETIMES LOSE CONSCIOUSNESS IN HIGH-SPEED TURNS AND DIVES. THE NAVAL AIR DEVELOPMENT CENTER IS USING THE HUMAN CENTRIFUGE TO LEARN HOW TO OVERCOME THIS HAZARD. IN IT, PILOTS ARE WHIRLED WITH TWISTS AND TURNS THAT DUPLICATE FLIGHT CONDITIONS. TO CONTROL THESE MANEUVERS, HIGHLY SENSITIVE INSTRUMENTS MUST BE LINKED TO THE MOTORS. MORFLEX COUPLINGS FROM **B-W'S MORSE CHAIN** MAKE THIS POSSIBLE. THEY ARE SPECIALLY DESIGNED TO ABSORB VIBRATION ... A VITAL FACTOR IN SAFEGUARDING THE ACCURACY OF THE INSTRUMENTS.









NEW SPEED-DEFROSTER NEVER RAISES FOOD TEMPERATURES!

IN THE NEW **B-W NORGE** REFRIGERATOR FROST IS THAWED FROM THE **INSIDE** OUT-- NOT FROM THE **OUTSIDE** IN. EVERY NIGHT THE JET SELF-D-FROSTER ACTS AUTOMATICALLY. AN UNSEEN RADIANT TUBE MELTS FROST SO QUICKLY THAT FOOD TEMPERATURES ARE NOT CHANGED. EVEN PACKAGED ICE CREAM STAYS FIRM -- WON'T SOFTEN.

THE MAN WHO PAID AMERICA'S DEBT OUT OF HIS OWN POCKET!

AFTER THE REVOLUTIONARY WAR, AMERICA OWED FRANCE OVER #2,000,000. SCOTTISH-BORN JAMES SWAN STEPPED FORWARD AND PAID THE ENTIRE DEBT. EVERYONE CAN'T MAKE A CONTRIBUTION OF THIS SORT. BUT EVERY PATRIOTIC AMERICAN CAN BUY **U.S. DEFENSE BONDS** -- AND BE WELL PAID FOR DOING IT. THIS WAY, YOUR MONEY WORKS FOR YOUR COUNTRY -- AND FOR YOU.

185 PRODUCTS IN ALL ARE MADE BY BORG-WARNER

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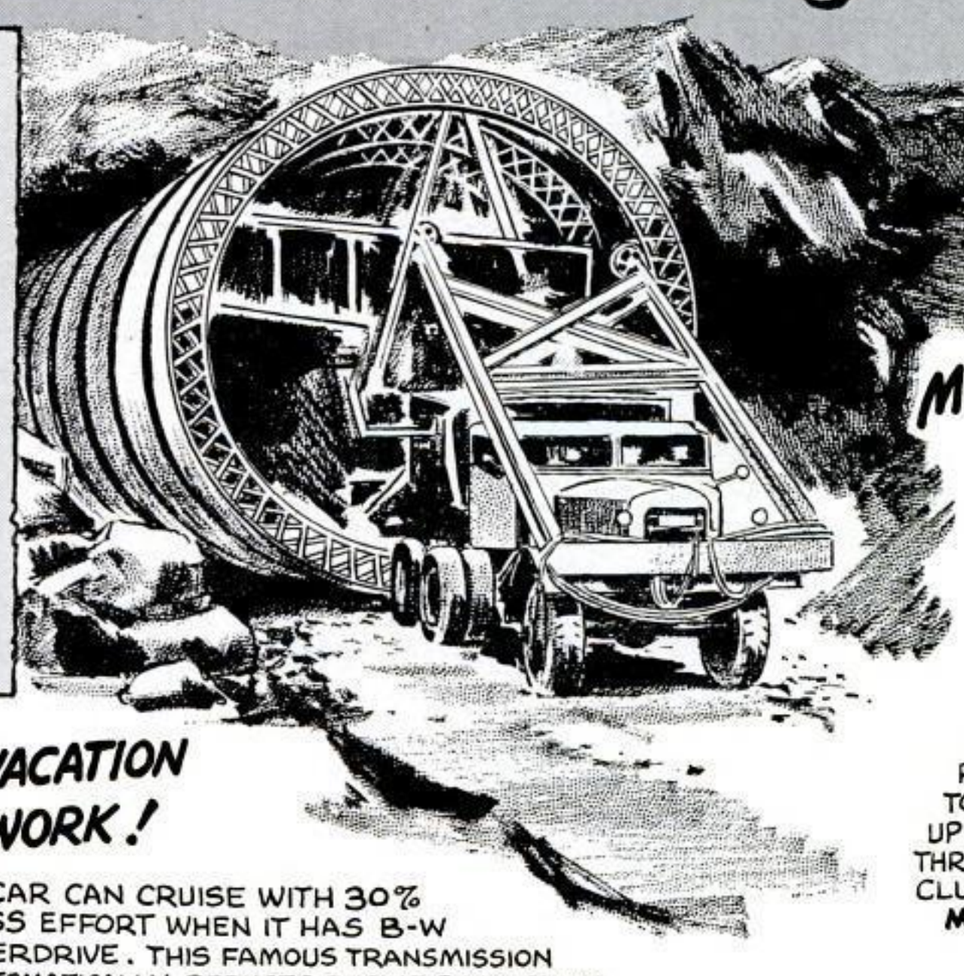
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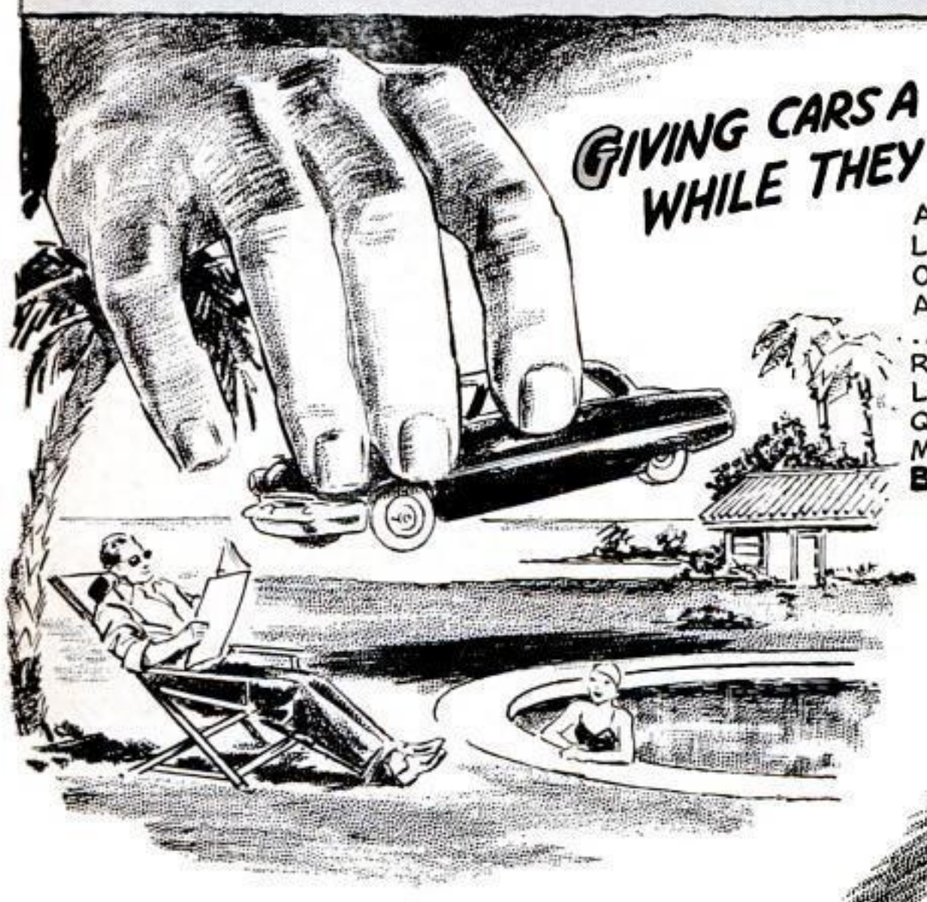
IN SO MANY WAYS B-W SKILL AND INGENUITY TOUCH THE LIFE OF ALMOST EVERY AMERICAN EVERY DAY.

FOR EXAMPLE: **19** OUT OF THE **20** MAKES OF MOTORCARS CONTAIN ESSENTIAL PARTS BY **BORG-WARNER**. EVERY COMMERCIAL PLANE AND MANY SHIPS AFLOAT HAVE ABOARD VITAL **B-W** EQUIPMENT. **9** OUT OF **10** FARMS SPEED FOOD PRODUCTION WITH B-W EQUIPPED MACHINES. AND MILLIONS ENJOY THE OUTSTANDING ADVANTAGES OF **B-W** HOME EQUIPMENT AND APPLIANCES.



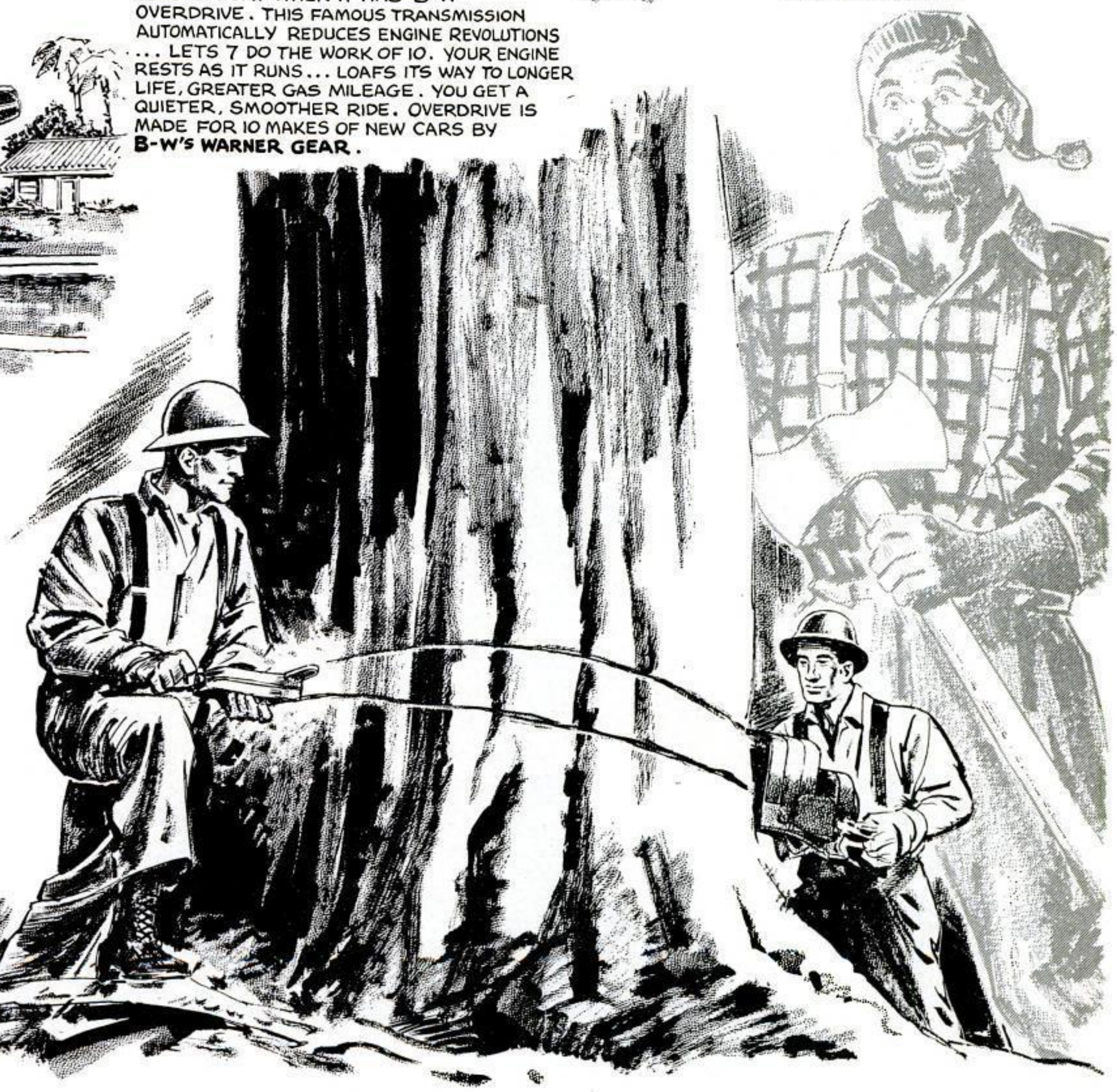
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THE 23-FOOT WIDE WATER TUNNEL AT LUCKY PEAK DAM ACTUALLY WAS BUILT 8 MILES AWAY! A SPECIAL TRUCK HAULED THE 40-FOOT STEEL SECTIONS AND PLACED THEM IN POSITION INSIDE THE MOUNTAIN. THE TREMENDOUS POWER NEEDED BY THIS REMARKABLE VEHICLE IN ORDER TO MANEUVER ITS 35-TON LOADS UP GRAVEL GRADES WAS DELIVERED THROUGH A SLIP-FREE, HEAVY-DUTY CLUTCH MADE BY **B-W'S LONG MANUFACTURING.**



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MAKING EVERY LUMBERJACK A PAUL BUNYAN!

CUTTING DOWN A GIANT FIR EIGHT FEET THICK USED TO TAKE 2 MEN ALMOST 2 DAYS. TODAY IT TAKES THEM LESS THAN **2 HOURS!** WITH PORTABLE, POWER-DRIVEN CHAIN SAWS, EQUIPPED WITH THE NEWEST-TYPE SAW TEETH, THEY WOULD AMAZE EVEN PAUL BUNYAN, LEGEND'S GREATEST LUMBERJACK. THESE SAW TEETH HAVE BEEN DEVELOPED BY **B-W'S ATKINS SAW.** THEY ARE DESIGNED TO GIVE SMOOTHER CUTTING, LESS VIBRATION AND EASIER HANDLING.

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TOP MANAGERS IN

Two secretaries will complement each other in the new Administration—

by ROBERT COUGHLAN



WILSON STROLLS with Mrs. Wilson while resting up for arduous job ahead of him. Scene is the Surf Club at Miami Beach where he has a private cabana.

IN the peculiar war to which America is committed there are three field generals who, under Commander in Chief Eisenhower, hold the destiny of this country and the world in their hands. One is Secretary of State Dulles, whose personal history and views are well known (see LIFE Close-up. Oct. 4, 1948, article by Dulles, May 19, 1952). The others are Charles E. Wilson, Secretary of Defense, and George M. Humphrey, Secretary of the Treasury.

Wilson's importance is plain enough, since he will not only be in charge of our armed forces in-being but will be spending some $46 billion this year—four-sevenths of the national budget—to strengthen them. Humphrey's is less obvious but equally great. This war is fought in many ways, but the battle between economic systems is crucial. Short of laying waste half the earth with nuclear bombs, probably the only victory possible to us is to maintain our system and wait for the basic errors of the other to neutralize or destroy it from within, meanwhile abetting that process where we can. The blood stream of our system is money and credit. The Treasury is not, of course, the only important federal agency concerned with monetary and fiscal policy, but the direct powers and indirect influence of the Secretary are immense.

Thus Wilson and Humphrey, one building our external strength and the other protecting our internal stability, must balance each other or the economy goes askew.

These two men are also interesting in themselves, apart from the particular jobs they will fill in government. They embody a concept that has come to seem novel and remote, almost prehistoric to the current political generation: they are Republican Big Business men in a Republican Administration. During the last 20 years, to be sure, there have been Big Business men in Washington and most of them have been Republicans, but they have been hostages to the New and Fair Deals, aliens enlisted or shanghaied to be sent home again when their usefulness ended, never loved and usually not really trusted. To orient oneself it is necessary to think far, far back, to the thin and ghostly figure of Andrew W. Mellon, to the days when "efficiency," the "engineering approach" and the "business approach" were not terms of ridicule or disfavor but were the commonly accepted ideals toward which government should aspire.

This again is a "business administration," its highest echelon made up, it has been said, of "seventeen millionaires and one plumber." And the businessmen *ne plus ultra* of the administration are Wilson and Humphrey, the first until a few weeks ago the head of G.M., the biggest manufacturing business in the world, the second until lately the head of M. A. Hanna Co., a business which is both very big and astonishingly diverse. But to say that they are businessmen is to shed only a ray of light on them: Harry Truman, in his haberdashery back in Kansas City, was also a businessman. What Wilson and Humphrey exemplify is a fairly recent development in economic history, that of the "manager," the professional business executive. Such men are not capitalists in the old sense: they make their careers by entering already established businesses as employes, working their way to the top positions and expanding and running the businesses for the profit of the stockholders. It is these managers, not the great individual enterprisers who made "capitalism" a controversial issue in other times, who now dominate the U.S. economic system. They are a comparatively new and quite distinct breed, with as many show points as the livestock which so many of them raise as a hobby.

FORTUNE, in a recently published "statistical profile" of the 900 leading business executives of the U.S., found that "the typical big-company top executive was born the son of a businessman in the Middle West or the East. He had four full years of college, during which he concentrated on business and science. After school he went to work for one company before he joined his present company, which hired him while he was still in his 20s and which he has now served nearly 30 years. The chances are he started in some sort of clerical or administrative job and worked his way up through sales or operations, unless he holds the top job in his company, in which case he is as likely to have come up through general management. Today he is between 50 and 60. . . ."

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'BUSINESS CABINET'

Wilson building up the country's strength while Humphrey protects it

Wilson and Humphrey between them meet or closely approximate every one of these points. Moreover, their careers have been peculiarly similar in detail. Very likely each could have stepped into the other's (or any other big corporation) job and handled it well; in the same way many parts of their separate lives seem quite interchangeable.

They are the same age, 62. They were born in small Midwestern towns and had normal, active small-town boyhoods. The mothers of both had been schoolteachers. They enrolled in fresh-water schools as engineering students. They got good grades. They married early and became the fathers of large families. They moved to larger Midwestern cities where they worked for big companies and soon became big executives. They built impressive but informal and comfortable houses in the countryside near their cities. They acquired stables and put on pink coats and rode to hounds. They bought plantations in the South, where they sometimes went hunting. They never developed much interest in art, literature or music, but they liked animals and outdoor life. They served on important government committees, sometimes on the same committees. They were Republicans, but they stayed away from direct participation in politics. Their businesses brought them not only wealth but deep personal satisfaction. They were getting older and thinking of retiring. Then came the election. One of them knew Eisenhower casually and the other did not know him at all. But he asked them to serve in his cabinet. And so this week they moved to Washington.

Where Wilson and Humphrey most resemble each other—and are not so typical—is in the magnitude of their successes. They are the champions in their particular divisions, the joint apotheosis of the American Businessman; and whatever American business experience and talent can contribute to the well-being of the country and the world, they are pre-eminently fitted to supply. It is an open question whether such a contribution can be as useful as businessmen have tended to assume. There are those who, paraphrasing Clemenceau's remark that war is much too important a matter to be left in the hands of generals, would hold that the U.S. economy is much too important a thing to be left in the hands of business executives. However that may be, their influence during the next four years will affect the lives of everyone, and they themselves are worth close inspection.

Mother loved balloons

GEORGE MAGOFFIN HUMPHREY was born on March 8, 1890 in Cheboygan, Mich. His father, Watts Humphrey, was a lawyer there and a year after George's birth moved his family and practice to Saginaw, a town near the middle of the state, where in time he became a leading citizen. He was a formidable man with a booming voice, big and energetic, a fighter, a practical joker. Old Saginawers think that George got courage and determination from him, perhaps also a certain lack of sentimentality. But they think that in most ways he resembled his mother, Caroline Magoffin. A former "schoolmarm," she had the patience, the gentleness, the humor, and the firmness that a schoolteacher needs. Everyone liked her, and she liked most people and took a warm personal interest in their affairs, and consequently was a matchmaker and a collector of odd characters. She is remembered as dignified and sensible, but also as a woman of spirit. She could not resist balloon ascensions, and whenever she heard of one in the neighborhood, at a county fair perhaps, or saw one from the road while traveling, she would demand to be taken aloft. But this sense of adventure did not apply to politics, in which her views were immovably conservative. She thoroughly disapproved of Franklin D. Roosevelt and, although she never spoke harshly of him, always wrote his name, when she had occasion to mention it in a letter, with a small "r." The qualities of sensibleness, of conservatism, and yet also of adventurousness are conspicuous in her oldest son George.

George was a slight, blond, good-mannered, friendly boy who gave no special signs of wanting to set the world afire. His personal world was secure: his father was respected and well-to-do, and maintained his family—there were three younger children, a boy and two girls—in a big, comfortable house on a nice street; and Saginaw was a comfortable town, just the right size (then about 50,000), he still

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HUMPHREY SHOOTS for relaxation before taking on his job. Aboard cruiser *Helena* both Humphrey and Eisenhower proved they were crack skeet shots.

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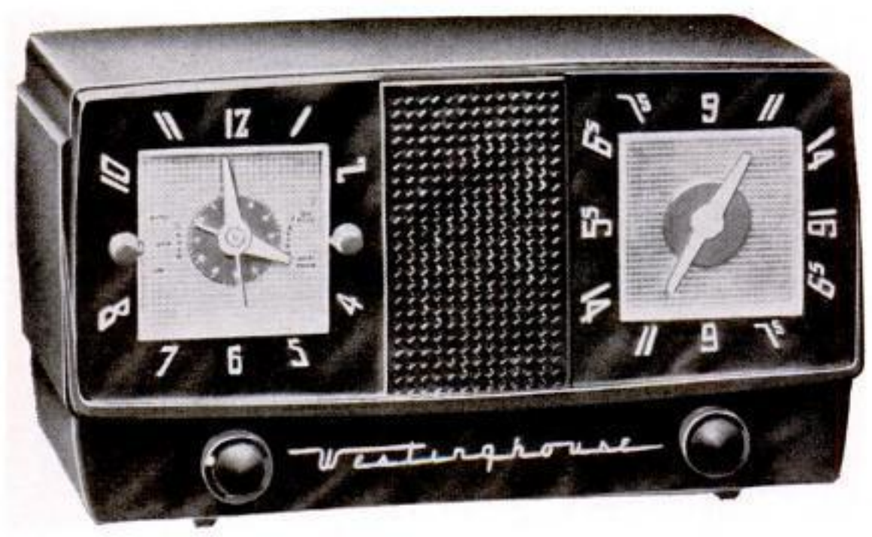
Frankie Laine says:

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HORSEMAN HUMPHREY rides in 1951 Ohio show. "George rides hell for leather to a jump," says a friend. "But he knows what's on the other side."

believes, for a town to be. He hunted and swam and went camping with his neighborhood friends, set up juvenile enterprises such as harvesting the horse-radish in a vacant lot and selling it, and played with his pets. When he was 8 he was given a pony, and horses became his greatest interest. His old friend Randall Wickes, now a leading Saginaw businessman, remembers, "He'd ride anyone's horse. He had a way with them because of his calmness. I've seen him go down with a horse, stay astraddle of him, and still be on top when the horse got up." He also showed a flair for training goats and for stopping dogfights. These are talents which may yet serve him well.

After high school, where he played on the football team, got good grades, and was president of his class two years, George went off to the University of Michigan to study engineering. But love changed his mind. Actually, he says, he had been in love with Pamela Stark since he was 10. They had been sweethearts all through high school. In the middle of his sophomore year they decided definitely that they would be married.

George Humphrey believes that his success has been based on two talents: 1) an ability to see the obvious and do it, and 2) an ability to choose good partners. Having chosen a good partner in this early instance, it became obvious to him that he had better drop engineering, become a lawyer, and shelter his wife and future family under the security of his father's law business. He did so and married Pamela at once in what was described by the Saginaw papers as a brilliant social event.

For the next few years he lived the satisfactory if unexceptional life of a small-town lawyer. A good deal of his work was for the Michigan Central railroad, defending damage and personal injury claims, but he was involved in many other kinds of cases too, and he began to realize that "in the law business you put your heart and soul into a client. When you finished with his trouble, then you went through it again with the next client. All you could build in the law business was a personal reputation. I was much more interested in building something you could see or touch. I was interested in seeing my client's business develop." George Humphrey did not quite realize it yet, but he was not a lawyer. He was a businessman.

At this point love intervened again, although indirectly. Richard Grant, general counsel for M. A. Hanna & Co. of Cleveland, married a Saginaw girl, the daughter of another local lawyer who was one of Watts Humphrey's best friends. Grant spent a lot of time in Saginaw and became well acquainted with the young Humphreys. After a time he asked George to move to Cleveland as his assistant. Humphrey remembers, "Why in God's name I went to Cleveland, I'll never know. I'd been asked before to go to Detroit, to be the lawyer for the Michigan Central, and I'd said no. I liked where I was and I was doing plenty well. I had a good practice and was running a lumber business on the side. I was going into the biggest bank in town and be executive vice president. The president was getting ready to retire, and the understanding was I'd be president in a year or two. I didn't like cities. I only knew two or three people in Cleveland. But these things have just happened in

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HORSEMAN WILSON takes a jump in fox hunt about 10 years ago. He has since given up hunting, as has this horse. Duke, his favorite, now 23.

my life like fate. A certain combination of circumstances—I don't know what."

This was late in 1917. Eight years later Humphrey became executive vice president of the Hanna company, which in effect meant that he ran the business, and he has run it ever since. It is an odd kind of business which defies definition, but its very oddities have equipped Humphrey to deal with some of the problems he will encounter as Secretary of the Treasury.

Hanna is what is known as an "ore house" in Cleveland, where there are several such firms. It started out by selling groceries and supplies to the miners and trappers of the Great Lakes country and grew in all directions, as much by accident as by design. Miners and mining companies needed credit; Hanna would advance it, and then sometimes find itself becoming a partner or stockholder. To make a payload on the return trip from the mining country, its boats carried ore; to insure that there would be ore to carry, ore mines were bought; to insure that the boats would have a load on the trip up, coal mines were bought; coal and iron ore make pig iron, so blast furnaces were built and deals were made with iron and steel companies. So it went until Hanna had become a mixture of industrial and financial odds and ends, all under the rather hectic supervision of a group of partners. The leading partner, in the early days, had been Marcus Alonzo Hanna, who went on to become a U.S. senator from Ohio and made William McKinley President of the U.S. After he died in 1904 there was an uneasy interregnum until 1915, when his nephew, Howard Hanna, bought out the interest of Mark's son Dan and became the senior partner. In 1917 there were six other partners. With the end of war the lake trade was in a particularly hectic state. Thus George Humphrey, aged 27 and freshly uprooted from the certainties of Saginaw, arrived in a complex firm engaged in a complex business in complex times.

A few weeks ago, when he was asked what he thought was the most important rule for getting along in business, he said, "The only thing I know is just not getting complicated. If you get the real facts and don't get them complicated, things usually straighten themselves out." He was just the man for Hanna.

'Things were all in a heap'

HE went to work on the tax affairs of the company, and in the process had to familiarize himself with all the ramifications of its different interests. He showed that he was efficient and imaginative as well as friendly and reliable. In 1920, with the death of one of the partners, he was elected to replace him and to take over his duties, which consisted of running the iron ore operations. Humphrey had never seen an iron mine before coming to Cleveland and, realizing that this was now an awkward defect in his education, went to visit the company's pits. He explored them, asked questions and soon converted himself into an expert. This procedure was to become a habit with him. In the many enterprises in which Hanna and Humphrey were to be involved, Humphrey, beginning from near scratch, would manage not merely to make himself well informed but actually to make himself one of the best-informed men in that particular industry. It may safely be assumed

CONTINUED ON NEXT PAGE

New medical findings revealed!

You can be "STARVED" for the right kind of sleep...

if you aren't getting the "sleep food" you need!

RECENT MEDICAL STUDIES indicate that a vital substance in your bloodstream may have a lot to do with how well you sleep. This vital substance is known medically as *blood sugar*. It is an important source of nourishment for the brain.

At bedtime and especially during the long nighttime hours, your supply of *blood sugar* may become seriously lowered. Thus, your brain and nervous system are affected. You may feel too nervous to go to sleep . . . too restless to sleep well. You are "starved" for *blood sugar*—your body's vital "sleep food."



How you can help your body get the "sleep food" it needs!

Drugs or sleeping pills can't supply "sleep food." And sweet, sugary foods and drinks provide only a quick jet of sugar that is too quickly burned up. But here is a *delicious, drugless* way to help you get needed "sleep food." This sleep-aid is a POSTUM "NIGHTCAP"—a delicious drink made with Instant Postum and hot milk, taken shortly before bedtime.

Your Postum "Nightcap" is good-tasting and safe—contains no drugs to harm you. Moreover, your Postum milk drink gives you easily digested nourishment that is *slowly* converted into blood sugar. Thus, it helps assure the *slow, steady flow* of vital "sleep food" to your brain. That's why a Postum "Nightcap" helps you get *refreshing* sleep — the kind that leaves you rested, looking and feeling like new!

So safe, so easy—why not try it?

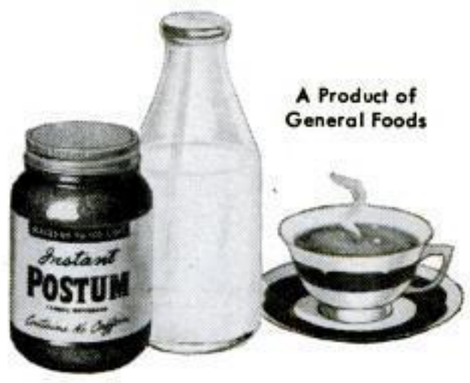
Every night before you retire, fix yourself a Postum "Nightcap." Just stir a rounded teaspoon of Instant Postum in a cup of hot milk. Try this for just 10 days. Then see if you aren't sleeping better—feeling fresher—looking like a new person! Get Instant Postum now, and start the 10-day test *tonight!*

Are Postum "Nightcaps" really effective?

Doctors have always known that a warm milk drink is an effective aid to sleep. The recent blood sugar studies offer additional reason why. As your own doctor can tell you, the Postum "Nightcap" is ideal: a warm relaxing drink that *tastes good* . . . and Postum contains no caffein, no drugs of any kind.

Postum is an ideal mealtime beverage, too. No caffein—no drugs —no chance for "coffee nerves."

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And only Active Chlorophyll does you any good!

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✓ ***Destroys Bad Breath*** originating in the Mouth. *Quicker-acting . . . more thorough!* Keeps your mouth fresh and sweet *longer!*

✓ ***Fights Tooth Decay.*** Attacks harmful acids recognized by dentists as a cause of tooth decay!

✓ ***Checks Common Gum Disorders!*** Gives you the effective benefits of chlorophyll to help you care for sore, tender gums!



GIANT SIZE 59¢
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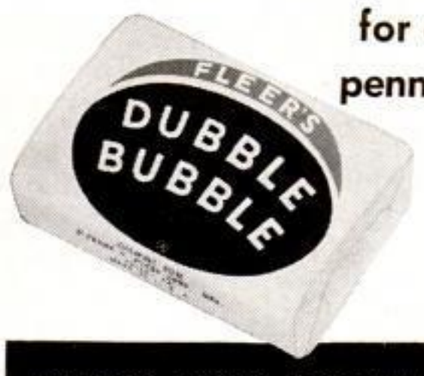
"DAD MAKES A HIT WHEN HE GIVES ME DUBBLE BUBBLE!"



says Terry O'Brien

TERENCE O'BRIEN, 10-year-old son of Pat O'Brien, popular Hollywood star, says, "Dad makes a hit with me when he brings home a bag of Fleer's Dubble Bubble Gum. I like it because its flavor lasts and lasts. And it blows keen bubbles, too."

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Insist on quality. Demand a combination of nourishing meats and vitamin-rich grains. Choose a food which millions buy with confidence. Don't pay fancy prices. When you find a dog food that meets these requirements, you will find that the name on the label reads **RIVAL DOG FOOD**

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that he will soon know what a Secretary needs to know about the Treasury.

In 1922 the cumbersome partnership arrangement was dissolved, and Hanna became a corporation, but this was not the cure for what ailed it. The depression of 1921 had brought heavy losses, the following two years were not encouraging and in 1924, when there was a $2 million loss, it was clear that something drastic would have to be done. Humphrey remembers, "Things were all in a heap. It was a very serious thing. There had to be a reorganization to satisfy the public and the stockholders. They came to me and wanted to know if I would do it. But I didn't want to be president because Howard Hanna was there and he should have been president. So I became executive vice president, and Howard and I took charge." The M. A. Hanna Co. never again lost money. It became not only one of the largest but one of the most profitable businesses in the country. This was accomplished, Humphrey says, by "doing the obvious."



HALFBACK Humphrey helped Saginaw win state title in 1908.

The obvious consisted in the first instance of getting rid of unprofitable properties, and in the second of concentrating every effort on the profitable ones or those which could be made so. Old, depleted coal mines and obsolescent blast furnaces were shaken off like fleas from a dog. Depleted or obsolescent personnel were shed with the same energy. Then Humphrey began to integrate. He had ore and boats and coal and blast furnaces; a friend named George Fink had a sheet steel company in Detroit, supplying steel for auto bodies; another friend named Ernest Weir had three diversified steel plants around Pittsburgh; the obvious occurred and National Steel was born. Hanna owned 27% of its stock, much the biggest single block, and Humphrey was the chairman of its executive committee. This was in 1929. In the next few years, when the biggest steel companies were barely breaking even or losing money, National turned in a glossy profit. Last year $6 million went to Hanna as dividends.

The bankers' language

ONE of the odd things about Hanna as it exists today is that about half of its profits are in the form of dividends paid to it by other companies, and more than half of its assets consist of stock in those companies. Its slice of National Steel still is the biggest of these holdings, but there are a number of others, and this stems from an event in 1930. In that year the family of Melville Hanna, one of old Marcus Alonzo's brothers, traded $17 million worth of securities from their private investment portfolio for 400,000 shares—40% of the voting stock outstanding—in the Hanna company, which not only relieved the heirs of further worry about the stock market but gave the company an inspiring reservoir of liquid working capital. Hence, when two of the leading banks of Cleveland closed during the 1933 panic, Hanna was able to subscribe for 5% of the stock in the bank that took over their assets, and Humphrey became a director of this reorganized National City Bank of Cleveland. (Later Hanna also bought 8% of the common stock of another big Cleveland bank, the Union Bank of Commerce. Humphrey will have no trouble talking with bankers in their language.) In 1935, when Humphrey learned that a local company, the Industrial Rayon Corp., had invented a revolutionary new method of manufacturing rayon, Hanna invested some more of its money, finally taking 17% of I.R.C.'s stock; and Humphrey became chairman of the executive committee. Other funds in time went into such companies as Durez Plastics, Phelps Dodge (copper) and Seaboard Oil of Delaware, with Humphrey or one of his executives joining their boards. The theory was, as a Hanna annual report said, "to concentrate our holdings in a few companies in which we have confidence and then help in every way that we can to build those companies into the strongest possible position in their respective fields." To "help in every way" meant that Hanna, and often Humphrey himself, took a direct and vigorous role in framing the policies by which these companies did business.

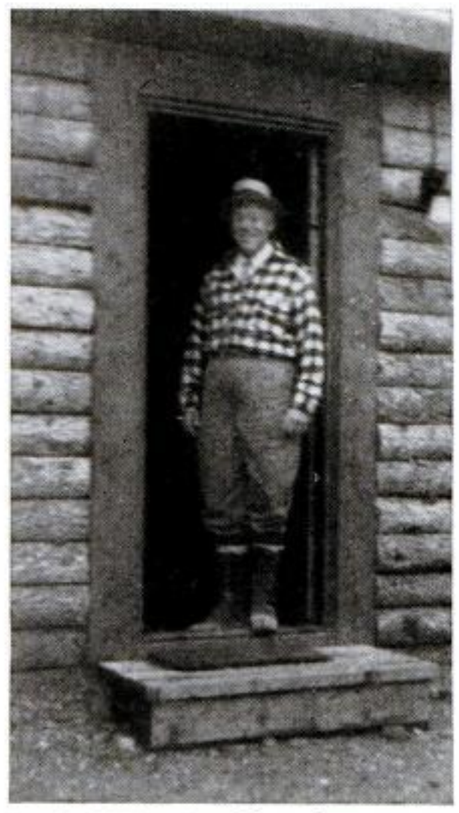
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Profitable as these adventures were, they still were sidelines to the firm's main interests, which were coal and iron. Having rationalized the latter with the creation of National Steel, Humphrey had been trying to apply equal logic to the coal operations. One thing followed another until at last, in 1945, Humphrey had put together the Pittsburgh Consolidation Coal Company, the world's biggest producer of bituminous coal, with Hanna in financial control and himself as chairman of the board. Pitt Consol now mines some 6% of all the bituminous coal produced in the U.S. and operates at a fine profit. Last year Hanna got $2,263,000 from it in dividends.

The young lawyer who had been "interested in building something you could see or touch" had decidedly done so. But a still more grandiose project was simmering in his mind. The rich ores of the great Mesabi range, which had supplied most of the steel industry's ore needs for 60 years, were approaching depletion. Humphrey decided that the best new continental source lay in Labrador. Geologists had proved the existence there of an immense lode, and there were the facts also that it lay in politically stable territory, and that shipments in time of war would be relatively safe from submarine attack. Humphrey acknowledged difficulties. The ore fields were 360 miles from salt water and the intervening territory was an engineer's nightmare—lakes, boglands, tundra, swift rivers, high ridges and a dreadful climate. But all this could be overcome, he was sure, and he set about raising the $200 millions to exploit the immense claim which Hanna's Canadian associates had secured. The first construction crews arrived in 1950, and the first ore will be shipped next year, the precursor of an annual production of 10 million tons, which can be expanded to 30 million (30% of the whole steel industry's needs) if necessary.

The Iron Ore Company of Canada (LIFE, Nov. 12, 1951), as it is called, is a typical Hanna enterprise: it is the product both of cold logic and bold imagination; it enlists outside "partners"—five big U.S. steel companies and three Canadian mining and exploration companies—and behind it all, quiet, friendly, unobtrusively in charge, is George Humphrey.

How all this led to the Treasury is not obvious, even to Humphrey. It is again what he might call "a certain combination of circumstances," which in this case began in 1942, when he was asked to serve on the Business Advisory Council of the Department of Commerce. There he got to know Paul Hoffman, at that time head of the Studebaker Corp., who formed a high regard for him. After the war, when Hoffman was head of ECA, one of his most worrisome problems was what to do with German industry: the original U.S.-sponsored Morgenthau plan for "pastoralizing" Germany had been abandoned, but the question remained, in spite of several official "studies," as to just what and how much industrial equipment the Germans should be allowed to keep. Hoffman thought of his old friend Humphrey, who had such a way of making complications vanish. Humphrey chose a committee of the smartest industrialists he knew (among them, Charles E. Wilson of General Motors), flew to Paris and thence, with Hoffman, to Berlin for a meeting with General Lucius Clay, the U.S. proconsul. General Clay was not glad to see them. He had made his own study, and disapproved of wavering policies and junketing committees. The situation called for tact and for Humphrey, as the committee chairman, to supply it.



PROSPECTOR Humphrey visits pet project, Labrador ore mines.

The committee made its study, and as a result of its recommendations a large part of Western Germany's heavy industry was saved from dismantling—an outcome which may prove to be of critical importance in the defense of the West. More to the present point, however, General Clay developed a warm admiration for Humphrey, and when his old friend General Eisenhower asked him to recommend the best men he knew for government service, Humphrey got his strongest endorsement. Eisenhower never had met him but sent word through Clay that he would like Humphrey to visit him. They talked for a while; then Eisenhower offered him the job.

Humphrey's emotions were decidedly mixed. He was humanly

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pleased at the honor, but for many personal reasons wished that he could refuse. He had very much wanted to see the Labrador project through to completion, and after that he was going to take time, as he said recently, "to shoot some quail and raise some horses and play with my grandchildren." On the other hand, as a patriotic Republican businessman (and heavy contributor to the Cuyahoga County Republican organization) who firmly believed that the New and Fair Deals were ruining the country, and that the new administration could save it, he could not refuse with a good conscience. After thinking it over for a few days he accepted. "The whole thing is just terrible," he said recently. "I've had a happy, contented life, and now it's just shot out the window. We had our family and business was good and there's that thrilling enterprise in Canada. Now it's all gone. Down there we'll live in a rented house. But the spirit of this election is the greatest thing that's ever happened. I don't know whether I can make a contribution or not, but if they think so, then I've got to try."

The Hanna company doubtless will go along smoothly without Humphrey, carried by momentum and the good "partners" and the nearly frictionless system of organization he has given it. Decentralization has been the key to this: the various operations are nearly autonomous, run by their own executives with almost complete authority, subject until now to the periodic scrutiny of Humphrey's friendly eye, which can also be a very cold eye. ("He would fire his own grandmother if she wasn't doing a good job," one Hanna executive has said, adding, "but he'd put her on a pension.") At the Treasury he can be expected to be equally ready to delegate and decentralize authority, and equally determined that it be well used.



RARE INTERLUDE of repose at home is shared by Humphrey and wife Pamela. He calls her "my hitchhiker" because she goes along on as many of his trips as she can, has even been to Labrador mines with him.

Where he will be more grievously missed is at home, among the eight grandchildren who will have to ride and jump without his customary Sunday coaching, and who will be denied their favorite sport of "scalping Ba-pop." This has been an endlessly fascinating game, the object being first to find "Ba-pop," who lurks somewhere in the bushes, chase him over hill and hollow, drive him to cover, capture him, tie him to a tree, then scalp him of his hat and coat. (There would be little profit in the real thing. He has so few hairs left that the grandchildren have a name for each.)

There are Indians along the Potomac, too, and many a scalp has been lifted there. But "Ba-pop," in his more formal role as Secretary of the Treasury, is not likely to stand still for the local Indians. That much, at any rate, is obvious.

A low-pressure executive

AMONG George Humphrey's wise sayings (Pamela Stark Humphrey writes them down for the future instruction of the grandchildren) is: "In business, it is results that count." Humphrey has the good salesman's disarming knack in conversation, unornamented but suited to the sincerity of his manner. Yet he is suspicious of words. He made it a rule long ago not to read a business letter or a report more than one page long. He likes things reduced to the essence of fact. The only reading he does for pleasure is in such manuals as *Blood-horse*. (About Hemingway's *The Old Man and the Sea* he has said good-humoredly, "Why would anybody be interested in some old man who was a failure and never amounted to anything anyway?") He dislikes speaking in public or, indeed, making himself conspicuous in any way. His contacts with the press have been as fleeting as he could make them. His reticence has been possible because Humphrey and Hanna had nothing to sell to the public. They dealt with other businesses and businessmen, among whom, Humphrey has observed, "if you perform, you don't need to talk."

The opposite being true of General Motors, the opposite has been substantially true of Charles Erwin Wilson. His picture has been on TIME's cover; he has written for and been interviewed by the papers and magazines; he is a determined public speaker. Yet he is not slick or streamlined, nor does he defrost automatically, and his compression ratio is fairly low, sacrificing speed for rugged performance. His unmistakable warmth and sincerity bridge an innate reserve and even a certain shyness. As he himself knows and perhaps enjoys, no movie producer would think of casting him as the president of General Motors. He would be much more convincing in, say, the role of principal of a small-town high school: a rather small and now rather stout man with an intelligent face, his hair snow white and his dark suit a bit rumpled. He is painstaking, hard-working and deeply conscientious. He speaks somewhat haltingly, preoccupied with the difficulty of framing exactly the meanings he wants to convey. He likes discussion, looking at a problem from all the angles, until at last it has been reduced to its bones. Then, having arrived at the truth, he becomes truth's public defender. But his defense always is based on reason. One of his closest friends and chief aides at GM says, "He's a low-pressure executive. I've never heard him raise his voice in anger. As a matter of fact, I've never heard him give an order to anybody. You just do what the facts show should be done. If you don't see them, he'll show them to you. And if you still don't see, he'll sell and sell you. Boy, is he tenacious."

"C. E.'s favorite idea about himself," another executive has said, "is that he thinks like an engineer. He's a slow decider. He wants all the information he can get—he eats up big stacks of reports. He says, 'If you're an engineer, you don't try to hunch your way through a thing.' He never plays a hunch."

Yet it is in the inexact field of human analysis that Wilson believes himself to be especially gifted. He was reminiscing not long ago about his career, and said: "The most important thing is that people should be in the right places. You have to have them in the right relationships, the round pegs in the round holes and so on. How do you get to be president of General Motors? *I* think I got to be president because I have the ability to know a good man on very short acquaintance."

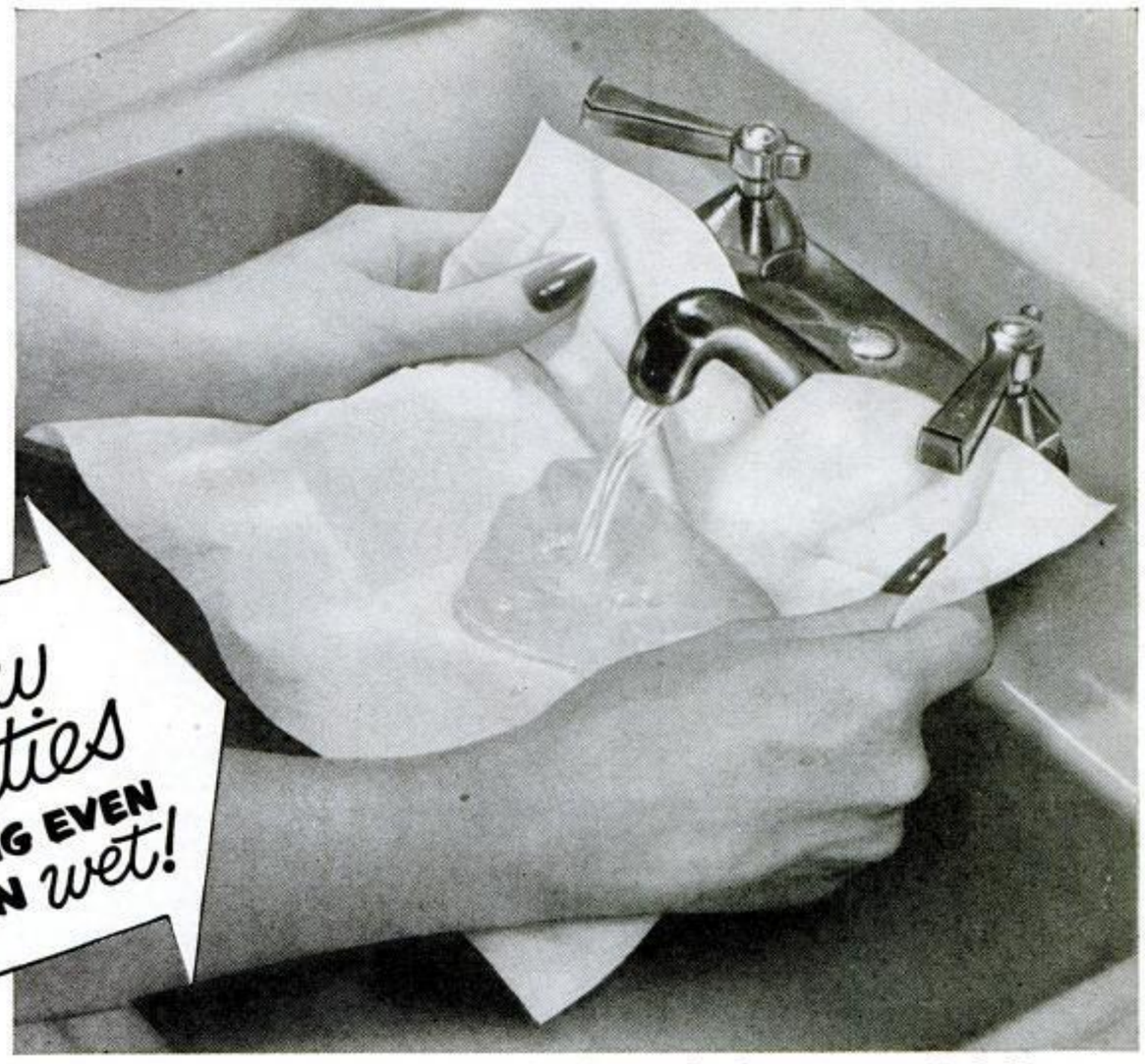
This is one of the common conceits of mankind, especially of business executives, but in Wilson's case it demonstrably has a basis in truth. The General Motors management staff is superb; its creation, Wilson says, is the greatest achievement

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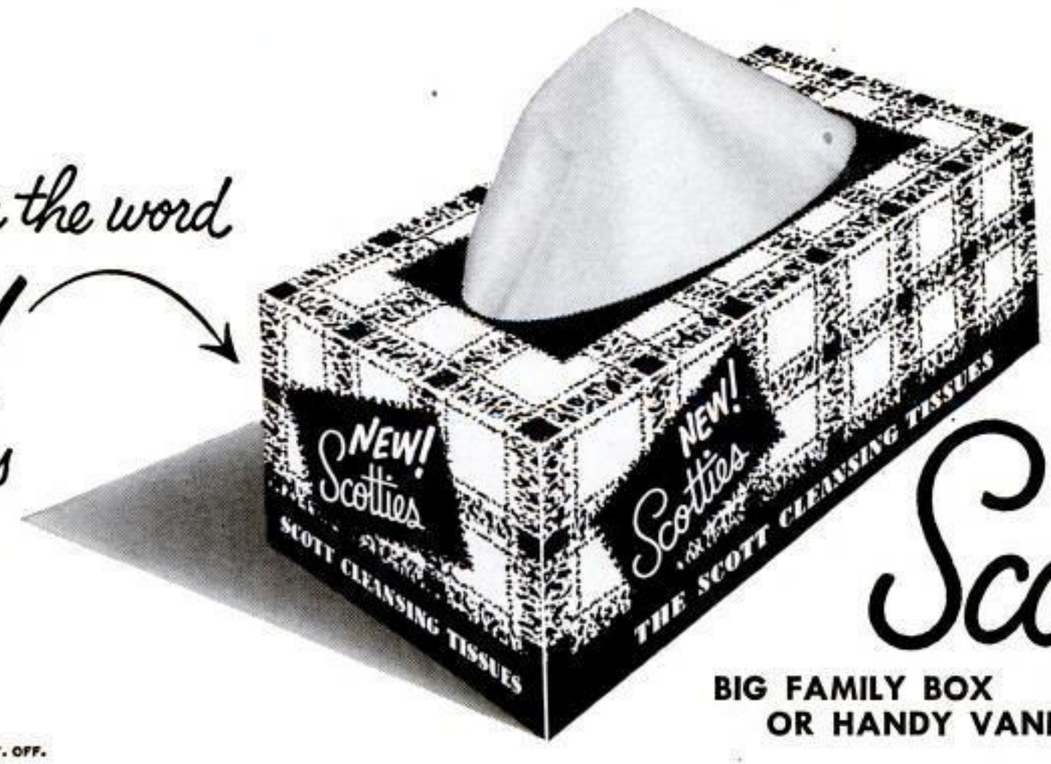
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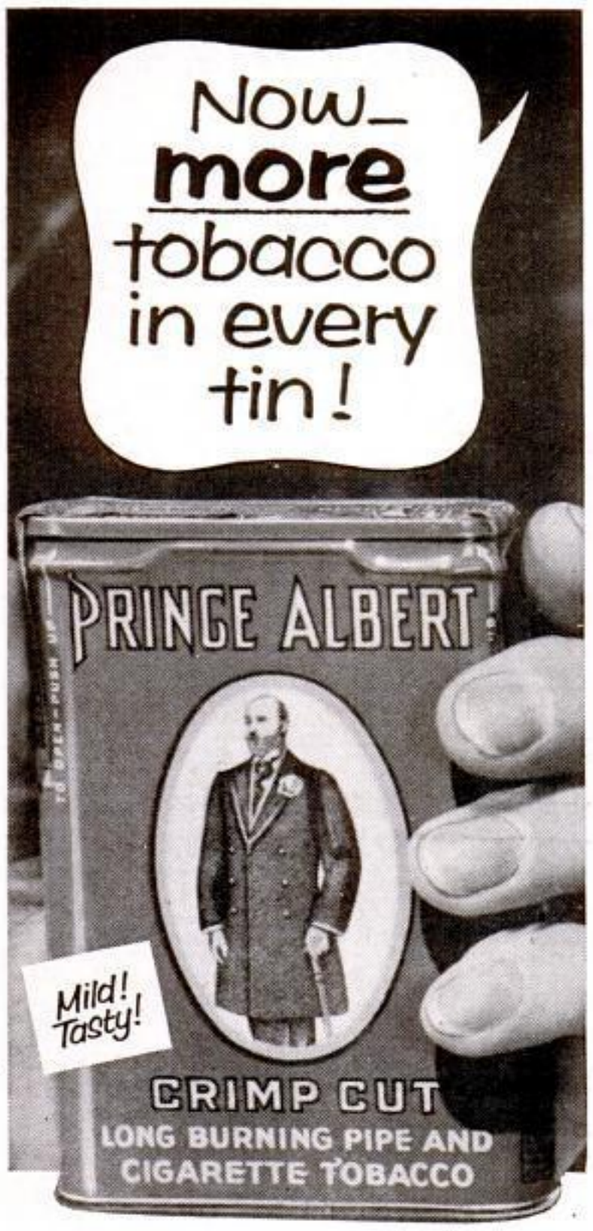


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THE WILSON CLAN has become a big one since the marriage of young engineer, Erwin, and Jessie Ann Curtis in 1912 (*above, left*). They now have three sons and three daughters, all married. One Wilson son works for GM.

WILSON AND HUMPHREY CONTINUED

of his years as chief executive of the company. And while it defies factual analysis, it is an ability, Wilson believes, that may derive partly from his having lived in small towns. In small towns, people get to know one another well, sometimes too well. If it is difficult to dissemble successfully in a small town, it is correspondingly easy to learn about human nature and behavior, to become a "judge of character." In any case, Wilson sets much value on his small-town experiences, which began on July 18, 1890, in Minerva, Ohio, about 70 miles southeast of Cleveland.

Thomas E. Wilson, his father, a descendant of old American stock (one great-grandfather served under Washington, another under Daniel Boone), had come there after graduating from Mt. Union College at Alliance, Ohio to take a job as principal of the local four-room school. One of the teachers was a pretty young woman of Quaker and Pennsylvania Dutch descent, named Rosalind Unkefer. Shortly she became Mrs. Wilson and retired to raise a family, among whom Charles Erwin was the first of four. Ancestral influences, he thinks, may account for an ambivalence he has found in his own character. "Sometimes I think I'm a Virginian and an Indian fighter," he said recently, "and then the Quaker side comes out and I want to be peaceful and quiet. I guess what it comes down to is that I don't mind a fight, but it has to be a righteous fight." He is fond of quoting Pennsylvania Dutch aphorisms and has some framed for his office, such as "The car to vatch is the car behindt the car in vront of you, yet" and "Ve git too soon oldt und too late Schmart."

When Erwin (as he always has been called by his family and close friends) was 4 years old, "Professor" Wilson moved the family to Mineral City, 20 miles southwest, where he had taken a job as cashier of a local bank. Mineral City was a busy little town of 1,200, supported by nearby coal mines and brickyards, and Erwin's boyhood was interesting and lively. There were the mines and brickyards to visit; there were strawstacks to slide down; there was a pony, and as with Humphrey this pet gave him a life-long fondness for horses. Three miles away was Sandy Creek, and Erwin and a pal would sometimes borrow a railway handcar and pump their way over for a swim. (Humphrey and "Ran" Wickes used to go adventuring on handcars too and once were nearly run down by a train.) There were chores: the family cow to milk and all the necessitous things of small-town life of that time. He recalls: "My parents taught me that you had to take hard work for granted as a normal part of life. And maybe because they were teachers, they made me understand that education was a precious thing. And they taught me that it's worth the little extra effort it takes to get along with people. Those three are the most important things I got from them."

The Wilson house was flanked by the homes of the Diebolt brothers, Charlie and Bill, both railroad engineers. Naturally they were heroes to small Erwin, and as they were neighborly, friendly men they let him visit them in their engine cabs and explained the workings of all the fascinating knobs and dials to him. His ambition was fixed from that point. To be an engineer, perhaps not to drive a train but to work with machines and motors, seemed to him to be the most wonderful thing in the world. He hung around the local planing mill and the blacksmith shop, admiring the noisy and intricate happenings there, and he helped load coal in the mines ("I found out how men work"). By 1906, with the family now living in Pittsburgh, Erwin was ready to enroll at Carnegie Tech. Commensurate with his position as a college man, he was given his first pair of long pants. (Like Humphrey at that age, he was slight and small for his years.) He sailed through his electrical engineering course with honors, graduating in 1909, a month and two days before his 19th birthday. Afterward he joined Westinghouse as an apprentice engineer at 18¢ an hour. He stayed for 10 years, becoming a full engineer in time, designing the company's first automobile starting motor, and managing the design and development of generators and dynamotors for the Army and Navy during the first World War. He values these years especially because of his association with Benjamin G. Lamme, Westinghouse's chief engineer. Lamme was one of those gifted pioneers of the electrical industry who, without much formal training (he knew no calculus, for instance), managed empirically to get wonderful results. But he respected education. It became a hobby with him to take promising young engineering graduates, attach them to his office and teach them what he knew about practical matters. Wilson was Lamme's most promising protégé, and his deep interest in the human variables involved in management problems dates from that time.

The big decision

IN 1919 Wilson made a decision whose importance he had no way of gauging then but which, like Humphrey's decision two years before to leave Saginaw, soon changed his profession and set him on the road to his later great success. Westinghouse had decided to move its automotive equipment plant to Springfield, Mass. Wilson was happy with his job and his living

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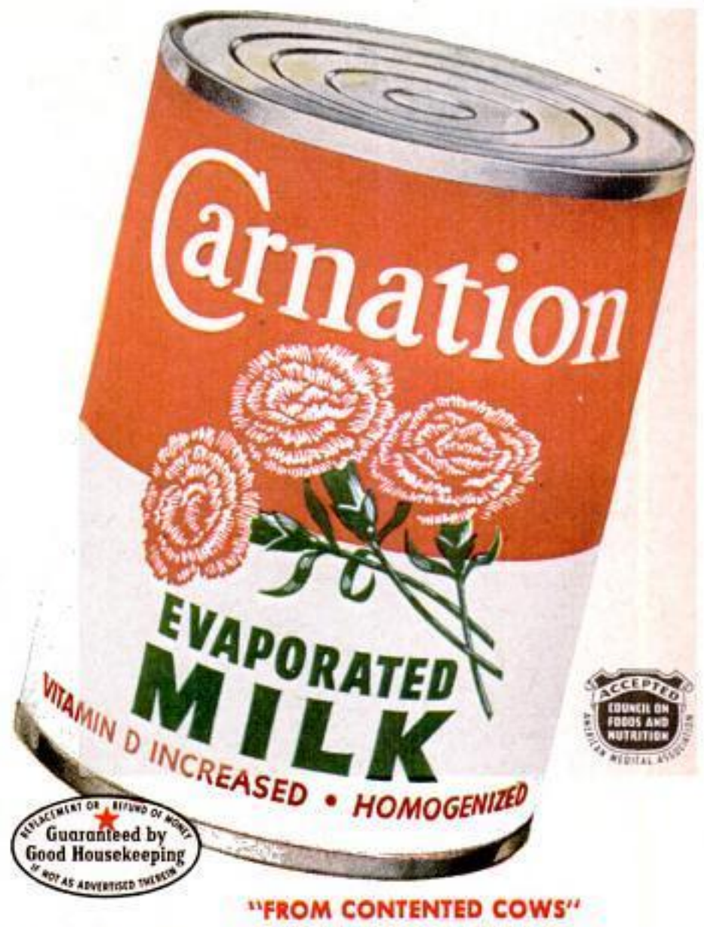
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CHEESEBURGER LOAF

(Makes 6 servings)

- ½ cup undiluted Carnation Evaporated Milk
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- 2 tablespoons chopped onion
- 1½ teaspoons salt
- 1 teaspoon dry mustard
- 1 tablespoon catsup
- 1 cup grated American cheese

Blend all ingredients except cheese until thoroughly mixed. Line loaf pan with heavy waxed paper. Place ½ cup cheese in bottom of pan, spread evenly. Cover with half of meat loaf mixture. Repeat with remaining cheese and meat layers. Bake in moderate oven (350°) about 1 hour. Allow loaf to stand about 10 minutes before turning out on platter. Remove paper; slice for serving.

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WILSON AND HUMPHREY CONTINUED

arrangements and might ordinarily have refused the offer that came from the Remy Electric Co., a General Motors subsidiary, to join them as chief engineer and sales manager of their automotive division. But faced with the fact that he would have to uproot his family in any case, he gave it more thought and finally decided to accept. The growing Wilson family—there were to be six children—moved briefly to Detroit and then to Anderson, Ind., a town then of about 30,000, and stayed there for nine years.

What Wilson stepped into at Remy was a situation somewhat like Humphrey's at Hanna: a potentially profitable business gone sour during the postwar business depression and needing new ideas. He re-engineered its products, and sold them with the conviction of one who knows that he has something worth selling. He was made factory manager and then general manager. In 1926, when the Dayton Engineering Laboratories Co. ("Delco," founded by the great Charles Kettering) was merged with the Remy division, he became president of the combined Delco-Remy company.



WILSON ALOFT on elephant dedicated new GM plant in 1926.

The company prospered; Wilson nearly died. The long hours and physical neglect and nervous frazzle gave him severe ulcers. But they were removed at the Mayo Clinic and soon the finger of fate (at GM in those days that of Alfred P. Sloan) plucked him up and wafted him back to Detroit as a GM vice president. There he continued to do the right thing at the right time. He was abetted, as in most success stories, by a certain element of luck. (Humphrey, who also has been lucky, makes it a point to have "lucky" men work with him.) By 1939 he was executive vice president. The following year, when William S. Knudsen took a leave of absence to direct the Office of Production Management for the government, Wilson became acting president. When Knudsen resigned from GM six months later, he became president.

At GM during the war Wilson supervised a war production that finally reached $10 million a day, and totaled $12 billion. He was musing about this figure recently, and said, "I was on a train a few days ago and saw a newspaper story about our lend-lease to Russia. We gave them about $11 billion worth of things during the war. And it just occurred to me, if they'd had a General Motors in Russia, they could have got along all right. They wouldn't have needed any help from us."

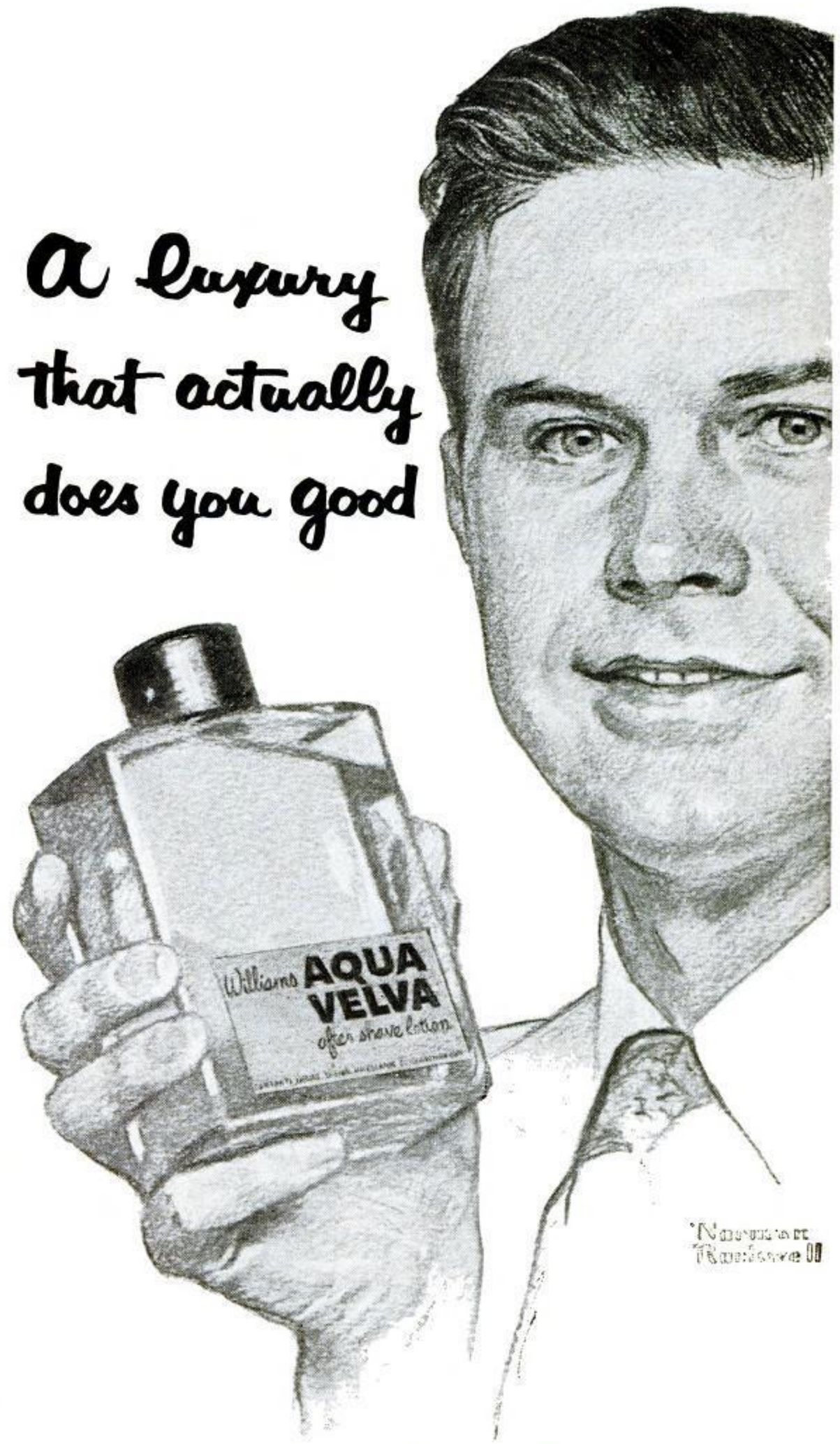
It took no suggestion from anyone to make President-elect Eisenhower think of Wilson when the defense post was to be filled: he was, as Humphrey might say, obviously the man for it. Like Humphrey, he accepted with some reluctance. He had taken even less interest than Humphrey in practical politics and he, too, had a swarm of grandchildren to enjoy and a special hobby in a big farm with the finest herd of Ayrshire cattle in the U.S. Remembering what had happened to Knudsen, Donald Nelson, the Wilson of G.E., and so many other leading businessmen who had been plowed under in Washington, he wanted no part of a high government job. But he and Humphrey talked it over and decided that "it would be a bad thing if the first few men Eisenhower asked turned him down—if we couldn't make the sacrifice, we couldn't expect other men to." So he took the job, with his now famous guarantee that he would "give it the damnedest whirl it's ever had."

What kind of conservatives?

INSOFAR as Wilson and Humphrey will influence it—and influence it they certainly will—it is plain enough that the spirit of the new administration will be conservative. Yet there are different kinds and degrees of conservatism; the word means little more than "liberalism," which no longer means much of anything. What kind of conservatives are they? For instance, what is their attitude toward labor, a question which, most "liberals" would agree, can be applied usefully in separating the devils from the angels.

"I don't want to say anything nice about Walter Reuther," Wilson has commented. "Coming from me, it might hurt him, and I wouldn't want that." Wilson and Reuther are friends, and their relationship goes back to the bitter times when Reuther, as head of the United Auto Workers, was leading the drive to unionize the auto industry in general and General Motors especially, since

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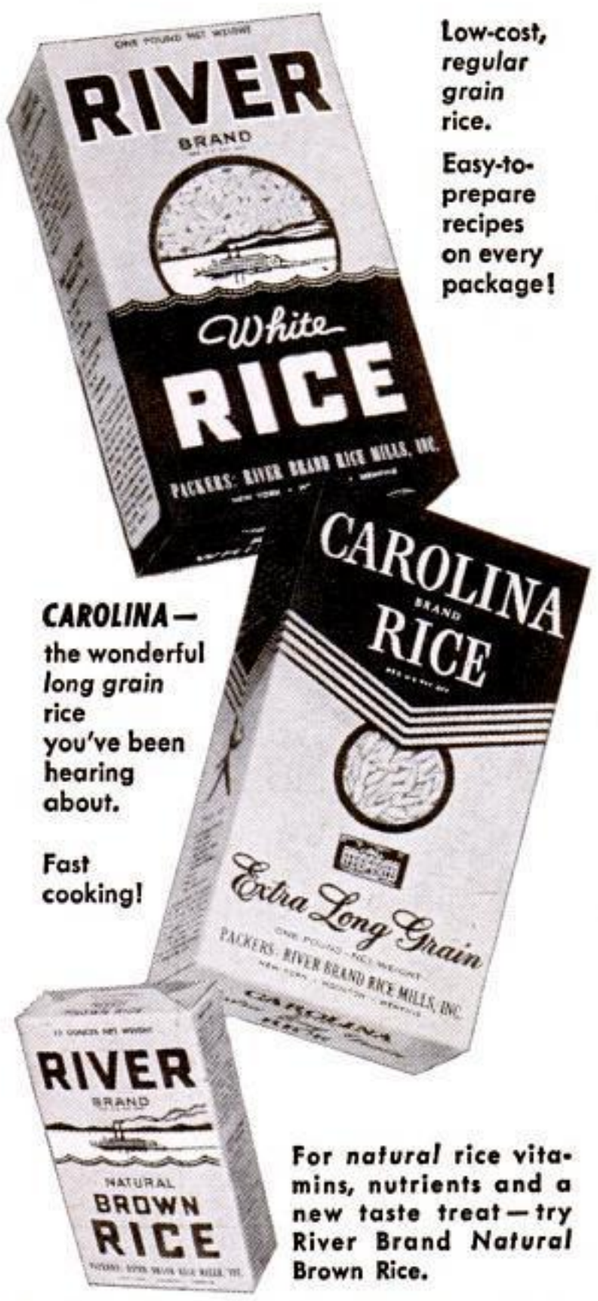


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SO MUCH FLUFFIER, WHITER! And you'll quickly *see* the wonderful difference in your favorite rice dish when you use one of these famous brands—with each tender grain so fluffy and snowy white—a truly eye-filling taste treat that calls for second helpings. Always serve either *regular grain* River Brand or *extra long grain* Carolina Brand Rice.



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it was the biggest unit. For years there was industrial warfare, quieted by periodic truces but never settled. At last in 1948 Wilson, who had been a virile but also a thoughtful battler, figured out a way to make peace on terms favorable to both sides. This was the famous "escalator clause," which tied workers' wages to the cost of living, so that they were protected against inflation, and which also gave them an automatic 3¢-an-hour increase annually, their share of the increasing productivity of the corporation.

Reuther commonly is credited with this idea: actually he at first opposed it. So did some of the highest authorities at GM, and Wilson had to work hard to convince them that the corporation would profit in the long run by avoidance of strikes and by greater efficiency from higher employe morale. He kept stubbornly to his idea and finally the contract was signed. There has been no real labor trouble at GM since. Now the "GM formula" (or "Reuther formula") is becoming recognized as an invention of real industrial statesmanship, possibly a method for achieving durable peace in labor-management relations nationally.

Where Wilson had his Reuther, Humphrey had his John L. Lewis, a man perhaps even less disposed to kindly feelings toward "conservatives." Their climactic meeting came in 1947, when a coal stoppage was threatened and Humphrey and Benjamin Fairless of U.S. Steel met him for private, informal talks. The three men soon came to an agreement which granted Lewis's hour and wage demands in full. There was an outcry from many of the owners and also from Congress, where it was said that the agreement would upset the economic stability of the country. Humphrey was called to testify, and defended it on the grounds that a stoppage at that time would have been dangerous for the country and that, in any event, the demands that were met had been reasonable, in the long run would perhaps even be beneficial for the coal industry by attracting "high-grade young men" and possibly increasing output. As he also pointed out, ". . . all our past experience had been that when once the Government intervened in a labor dispute, it finally granted about all that was asked by the union." Nevertheless, it took a long time for some of the owners to forgive him. Lewis, on the other hand, liked him very much. When his appointment to the Treasury was announced Lewis sent a message of congratulation. Recently when LIFE asked him his opinion of Humphrey for use in this article, Lewis replied, "Mr. Humphrey is admirably suited both by experience and by ability to discharge the functions of the Treasury portfolio. He is an exceedingly able man of relatively sound judgment and an engaging personality. Mr. Humphrey is a man whose word I would accept once it is given."

Business has its own Darwinian rationale. Like the corporeal forms of life which they resemble, corporations are engaged endlessly in a battle for the survival of the fittest. In this battle, the indispensable quality is adaptability. Moreover, in the marketplace Darwinian eons are compressed into decades. (Whatever happened to the Hupmobile?) Wilson and Humphrey, in this analogy, have about as much resemblance to the Republican Big Business Men of the Coolidge-Hoover era as the Indian elephant has to the hairy mammoth—the general outline is the same, but there are vital differences in detail. Their response to the changed environment created by aggressive labor was characteristic.

These two performances were neither "conservative" nor "liberal." They were, however, "practical." They were the solutions of two men who faced the facts and were willing to act, not on emotion or economic prejudice, but realistically, imaginatively, quickly—adaptively—on the basis of the facts. And this will be the most important Wilson-Humphrey influence in government.



PART OF NEW TEAM meets at Hawaii during talks with Eisenhower—Humphrey (*center*), Wilson (*right*), Douglas McKay, Secretary of Interior.

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Stop scrubbing. Install amazing plastic floor. Dirt wipes off superfast and easy. Never needs waxing for protection. No kitchen mess can stain. Wears longer! 25 superb colors by tile or yard. The MODERN floor—and counter top, too.

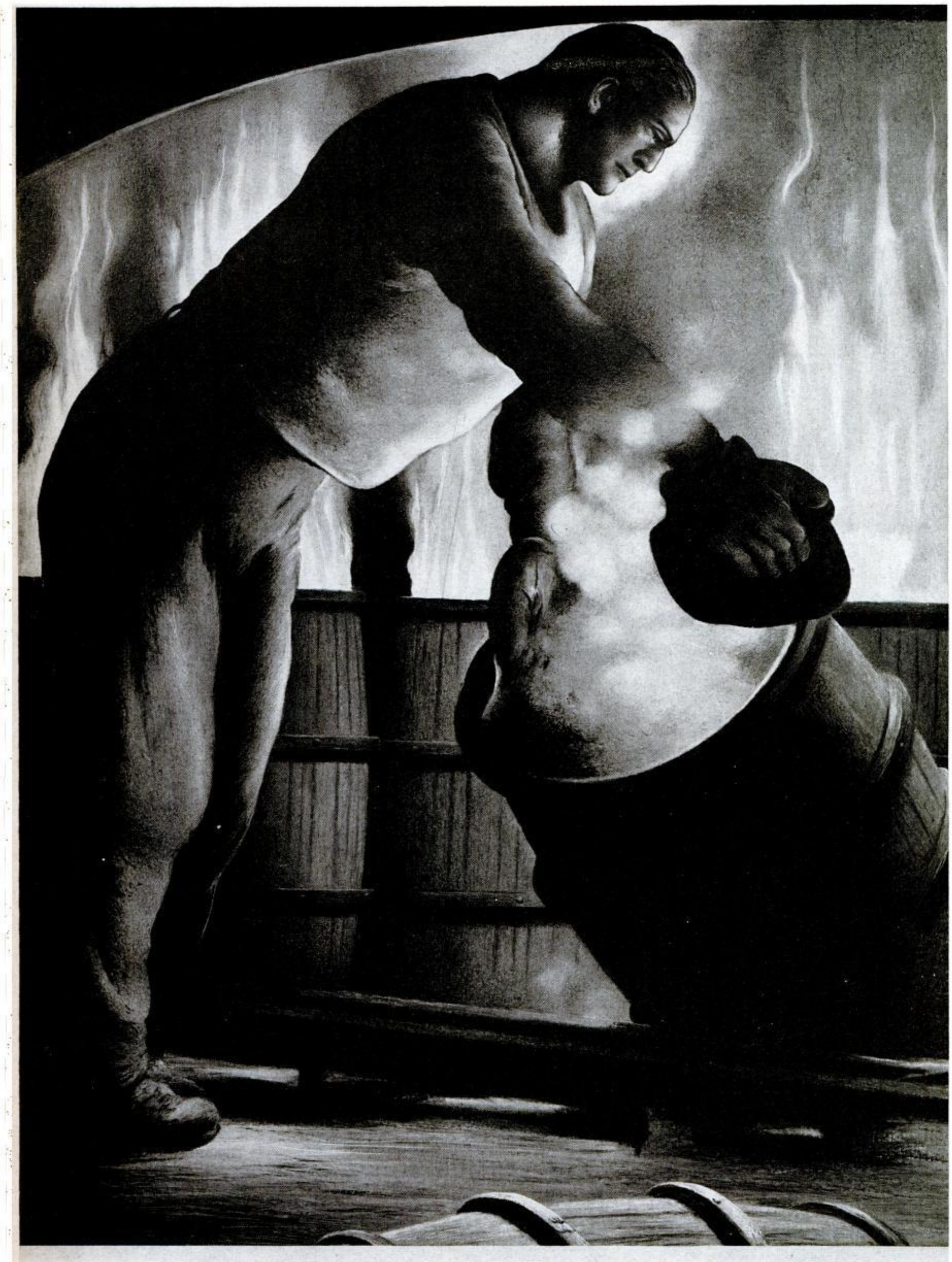


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A quarter-inch of toast

The name of the man who first charred the inside of a whiskey barrel is lost in history. But as it turned out, he gave us the priceless key to aging fine whiskey.

You see, in charring a barrel, a thin layer of reddish-brown wood is formed underneath the char—not burned, just toasted. The aging action centers here. This quarter-inch of toast is essential in giving the whiskey its gleaming amber color, heady bouquet, mellow smoothness.

At Schenley, men are trained for years to do the vital charring job. Using split-second timing, they char the wood to the exact depth required—within a tiny fraction of an inch. Their char is always uniform throughout the barrel, as it must be to age the whiskey right.

But even their highly skilled work is rigidly inspected. That's part of the network of quality controls which guards the goodness of Schenley whiskies—from the time the grain is grown till—years later—the whiskey is in your glass. It's Schenley's way of making certain that you get the utmost enjoyment in every drop of every drink. *Schenley Distillers, Inc., New York, N. Y.* ©1953



SCHENLEY

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GETTING READY for party, maid irons dress to be worn by Mrs. Ernest ("Buffie") Ives, governor's sister and hostess. In the butler's room (*right*) Stevenson's clothes hang on an old oil-lamp wall brace.



TRAPSHOOTING the afternoon of party, John Fell, the governor and Adlai III stand on firing line. Stevenson, bagging only two out of five targets, said, "It's a charitable afternoon for the birds."





DURING THE DANCE Adlai III, John Fell and Borden sit out a number while their father, who danced almost continuously, waltzes with Mrs. Edward J. Day, wife of the state director of insurance.



PRETTY GUESTS IN ELEGANT BOUFFANT DRESSES

Life Goes to

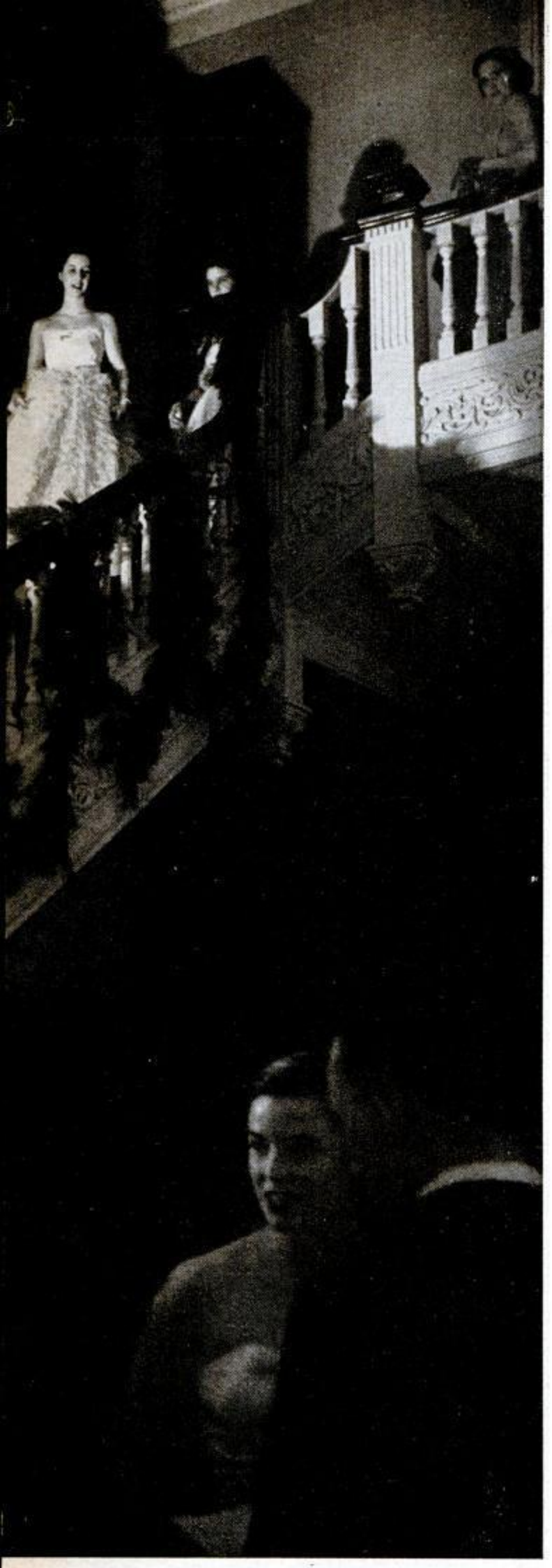
A Party for

THE GOVERNOR GIVES

After saying goodby to staff and friends, Governor Adlai Stevenson decided that his final social fillip before leaving the executive mansion at Springfield should be for the family. So he gave a house party for his three sons—John Fell, 16, a student at Milton Academy in Massachusetts; Borden, 20, a sophomore at Harvard; and Adlai III, 22, who is in training with the Marines. Guests at the "lame duck ball," as the boys labeled it, were college chums and friends from Springfield and Chicago.

Because many guests were from out of town,

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COME DOWN ORNATE STAIRWAY TO THE DANCE

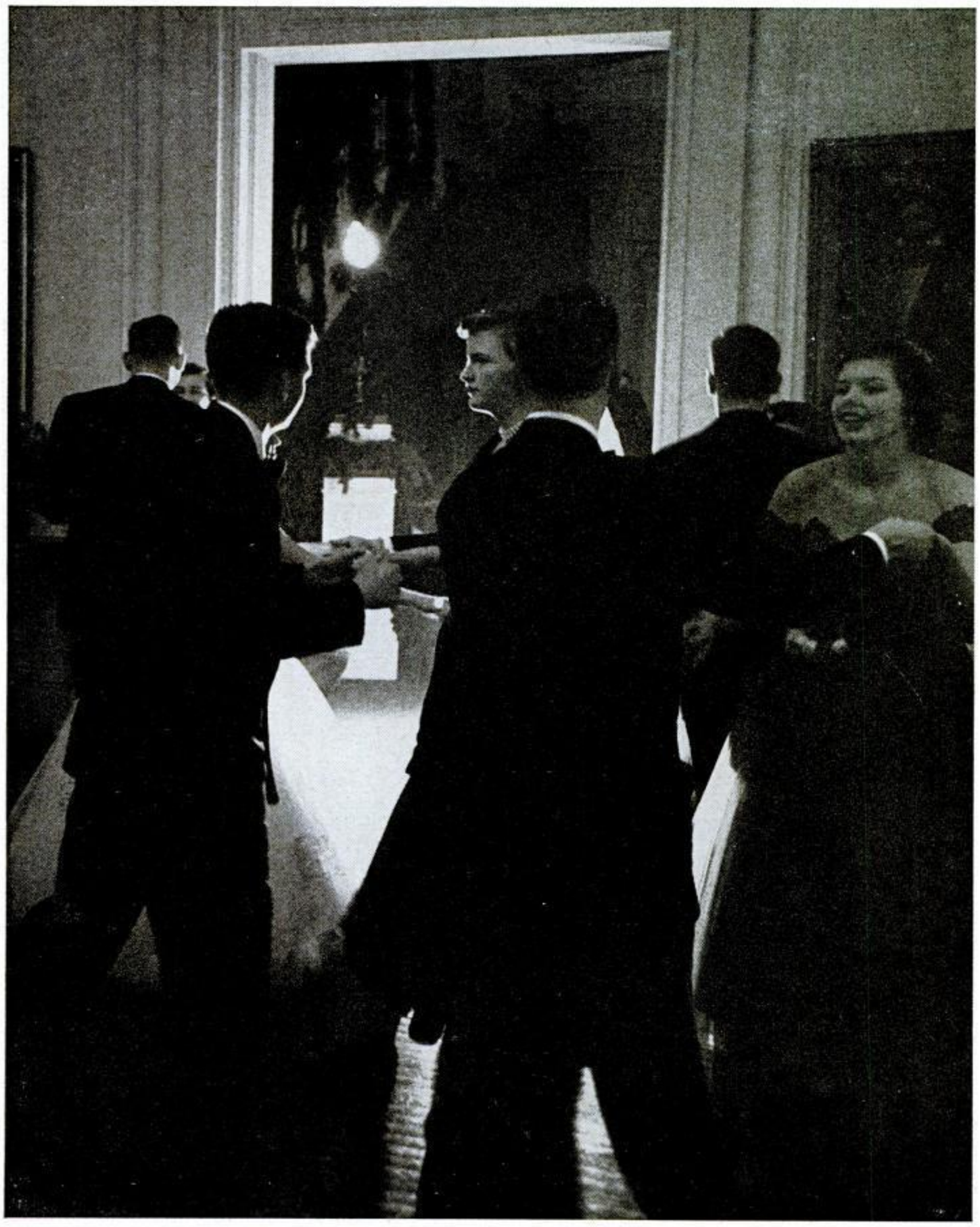
Adlai's Sons

A 'LAME DUCK' DANCE

some young men were quartered in a hotel. Twenty-three young ladies were squeezed into the mansion's six bedrooms and sleeping porch. The governor gave up his room to the ladies and the butler gave up his room to the governor. (Later the butler gave up his black trousers to a guest who had forgotten his tuxedo.) The governor gave orders "not to let the boys persuade the orchestra to play after 2:30." But some of the guests stayed up until after sunrise, hating to see an end to the boys' last—and, they agreed, best—party at the mansion.

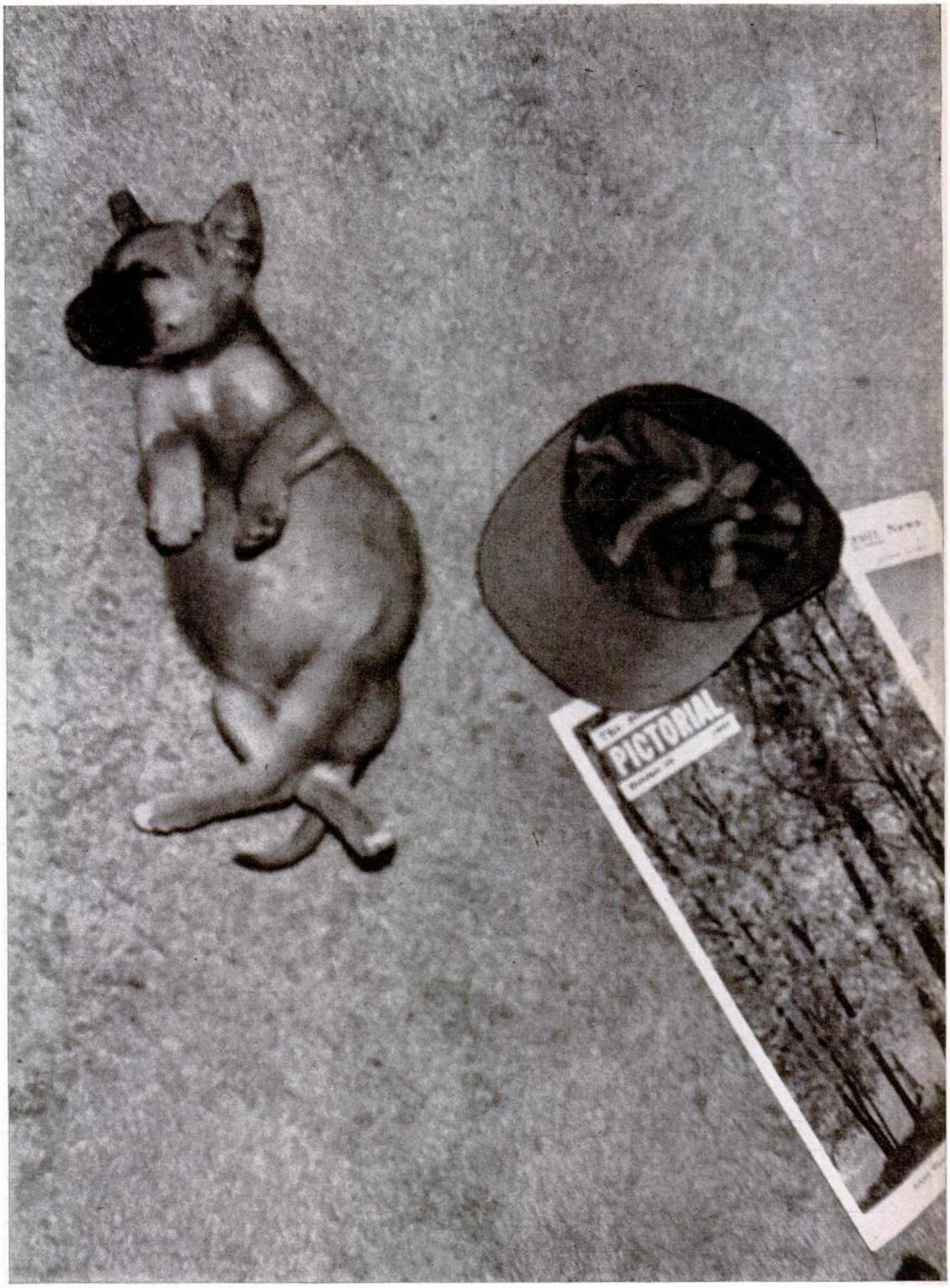


CHECKING GUESTS, John Fell goes over list with his aunt, Mrs. Ives, who handled details of the party for the governor. She borrowed 10 beds and eight mattresses from 4-H clubs to put into mansion.



JUMPING AND HOPPING guests do Mexican hat dance without Mexican hat. At this point, party was at its sprightliest. Dancing was generally dignified, included a number of waltzes for older guests.

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HALF PUP, HALF HAM, ALL HAPPY

This swollen pup, at the moment this picture was taken, was undoubtedly the fullest Great Dane in Bloomfield township, Mich. Named Scheherazade and called Cheri for short, she was overlooked and left behind after visiting the Dean Robinson kitchen with her 14 brothers and sisters. While she was alone Cheri, who weighs five pounds empty, climbed up on a chair, stole a six-pound ham from a kitchen table and gobbled up her own weight in meat. The Robinsons later found Cheri asleep on the bedroom floor and, unable to wake her, took a picture of her indelicate condition. Later, when she awoke, Cheri could not walk because her keel dragged. But 16 hours later she had thinned down enough to rejoin her family, having added a reputation for gluttony to her earlier one as the smartest pup in the litter.

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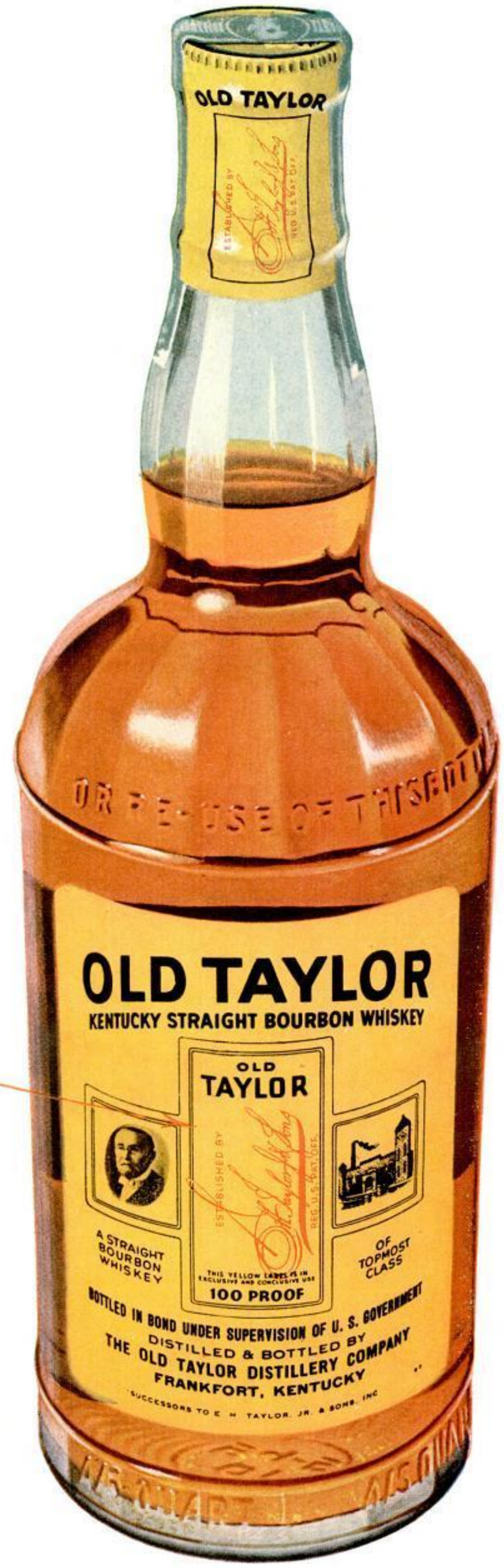
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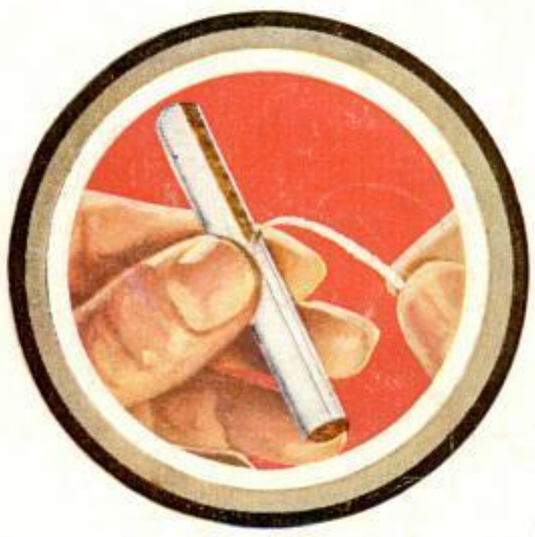
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LUCKIES TASTE BETTER!

CLEANER, FRESHER, SMOOTHER!



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You can even see why Luckies taste better—cleaner, fresher, smoother

Ask yourself this question: *Why do I smoke?*

You know, yourself, you smoke for enjoyment. And you get enjoyment only from the taste of a cigarette.

Luckies taste better—cleaner, fresher, smoother! You can see *why* when you strip the paper from a Lucky by tearing down the seam.

First, you see that your Lucky is *made better,* because it remains a perfect cylinder of fine tobacco—round, firm and fully packed.

Second, you see Luckies' famous fine tobacco itself—long strands of fine, light, truly mild tobacco with a rich aroma and an even better taste. Yes, LS/MFT—Lucky Strike *means* fine tobacco.

Nothing—no, nothing—beats better taste, and Luckies taste better—cleaner, fresher, smoother. So . . .

Be Happy—GO LUCKY!

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